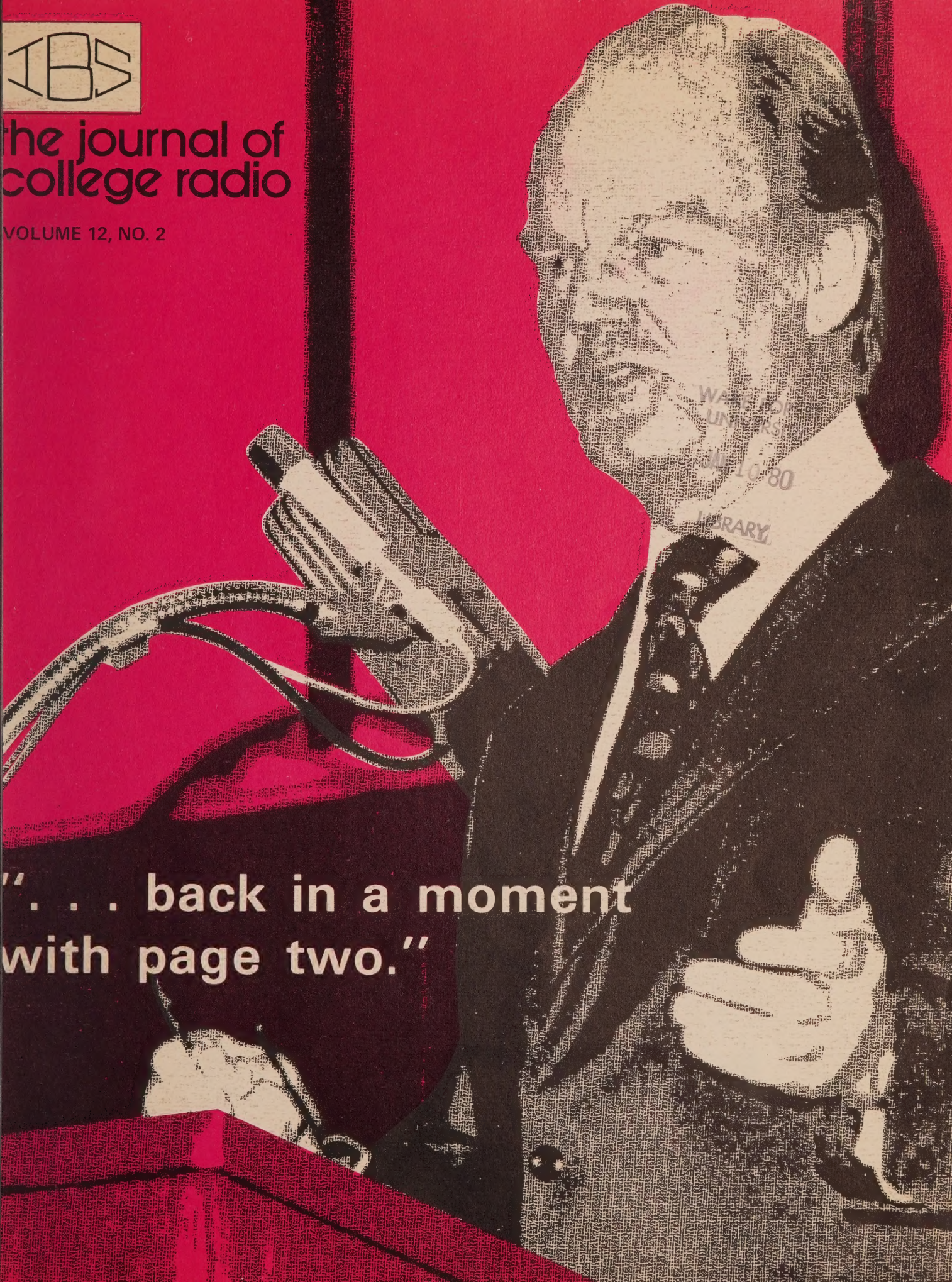




the journal of college radio

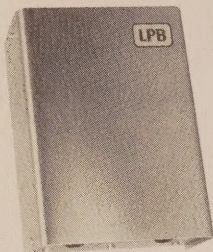
VOLUME 12, NO. 2



"... back in a moment
with page two."

carrier current transmitters from LPB

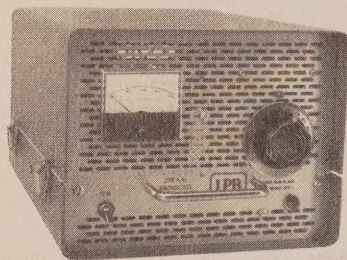
*the industry leader
... with over 10,000
units in the field*



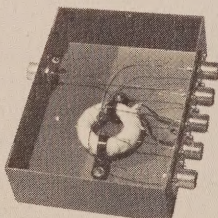
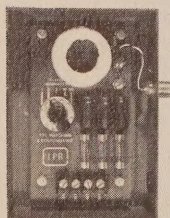
Model 2A 2-Watt Transmitter/Coupler
... all solid-state construction, for use
in small buildings ... only \$195.00



Model 6B 5-Watt Transmitter ... re-
liable workhorse of the Educational
Broadcaster ... only \$295.00



Model 25C 20-Watt Transmitter ... to
cover larger buildings and for multi-
building operation ... only \$545.00

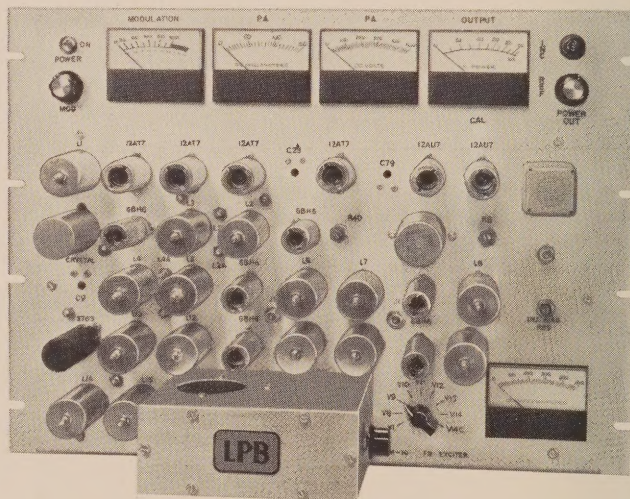


plus power line couplers and power
splitters to complete the system

FM

... the FM 10, a new 10 watt FM transmitter
designed with all the skill, reliability and integrity
that have made LPB's AM Carrier Current
Transmitters the standard of College Broadcasters
since 1960. Just look at these features:

- Superior frequency response and a distortion figure that's almost nonexistent.
- Conservative components to allow continuous, trouble-free operation.
- Full metering including power and modulation.
- Convertible to a stereo exciter.
- Regulated power supply.



This FCC Type Accepted transmitter comes complete
—tuned and tested for your assigned frequency.
Mount it in a standard 19" rack, attach antenna and
audio input and your 10 watt Educational FM
Station is on the air. If you've stereo in mind, a
matching stereo generator, the SG 1D, is
also available.

For all your station needs, from transmitter to
splicing block, give us a call. Remember,

**AT LPB, CAMPUS BROADCASTING
ISN'T EXTRACURRICULAR, IT'S OUR MAJOR!**

LPB

LPB Inc.

520 Lincoln Highway, Frazer, Penna. 19355
(215) 644-1123

free for the asking

Complete information about the products and services you see in this issue.

Circle the reader service number corresponding to the product or service in which you are interested. The numbers will be found under the advertisement and editorial product listings.

FILL OUT CARD COMPLETELY.

Make sure your name, title, job function and other requested information are clearly printed on the card. Only cards completely filled out can be processed.

Drop the card in the mail. Your request will be handled promptly.

FILL OUT OTHER SIDE
OF THESE CARDS

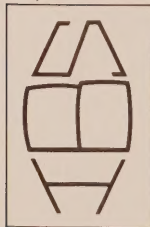
Place
Your
Stamp
Here

JOURNAL OF COLLEGE RADIO
Central State University
Edmond, Oklahoma 73034

ATTN.: CIRCULATION

READERS SERVICE CARD

Each advertisement, new product and free literature item in this issue is keyed. For more information on a particular item, simply circle the key number on the Readers Service Card, detach and drop it in the mail.



reader inquiry service

free for the asking

Complete information about the products and services you see in this issue.

Circle the reader service number corresponding to the product or service in which you are interested. The numbers will be found under the advertisement and editorial product listings.

FILL OUT CARD COMPLETELY.

Make sure your name, title, job function and other requested information are clearly printed on the card. Only cards completely filled out can be processed.

Drop the card in the mail. Your request will be handled promptly.

IS THERE SOMEONE IN YOUR DEPT. WHO CAN PROFIT FROM A PERSONAL SUBSCRIPTION?



SUBSCRIPTION ORDER FORM

I wish to subscribe to the Journal of College Radio:

☐ Bill Me

☐ Payment Enclosed (\$5.00)

Name _____ Title _____

Firm/Station _____

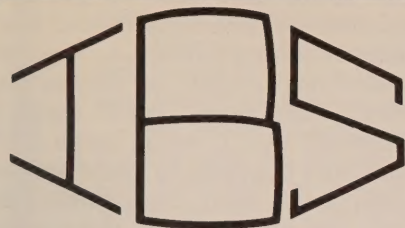
Address _____

City _____ State _____ Zip _____

Bill Sent:

Paid:

Date:



the journal of college radio

OCTOBER 1974
VOL. 12, NO. 2

Editor and Publisher
JACK DESKIN

Managing Editor
CRAIG E. MARRS

Engineering Editor
LUDWELL SIBLEY

Music Industry Editor
STEVE McINTYRE

Contributing Editor
MIKE SIMS
Picture Story by
Dennis Fry

Circulation Director
JIM MULLENNIX

Sales Representatives
ALBERT LEON
LEON, INC.
11105 Post House Court
Potomac, Md. 20854
301-299-7224

Intercollegiate
Broadcasting System, Inc.

Central State University
Dept. of Oral Communications
Edmond, Oklahoma 73034

IBS, INC.
President
DON GRANT

in this issue:

ARTICLES:

AN INTERVIEW WITH PAUL HARVEY	4
CONTROVERSY ON CHILDREN'S TV COMMERCIALS	6
FAIRNESS AND EQUAL TIME EXCHANGE NO. 1	10
FAIRNESS AND EQUAL TIME EXCHANGE NO. 2	11
STATION OF THE MONTH	16
THE DEVELOPMENT OF KGSM	16
GRANTS FOR RESEARCH IN BROADCASTING ..	26
NEW BROADCAST SERIES	27
SENATE JOINS HOUSE ON 5-YEAR LICENSE ...	28

DEPARTMENTS:

CHAIRMAN'S MEMO	2
MUSIC INDUSTRY DEPARTMENT	14
NEW PRODUCTS	18

The JOURNAL OF COLLEGE RADIO is published monthly (September, October, November, December/January, February, March, April/May) by the Intercollegiate Broadcasting System, Inc. (a non-profit organization) at Central State University, Edmond, Oklahoma. Address all correspondence to THE JOURNAL OF COLLEGE RADIO, Department of Oral Communications, Edmond, Oklahoma 73034.

The JOURNAL OF COLLEGE RADIO was founded in 1941 by the Intercollegiate Broadcasting System, Inc., using the title *IBS Bulletin*. The name was changed in 1955 to *IBS Newsletter*. In 1964 it became *College Radio* and in 1969, *The Journal of College Radio*.

Annual subscription price is \$5.00. Single copy price \$1.00, and the Annual published in October, \$4.00. Outside the U.S.A. add \$1.00 per year for postage. Single copies, add 25 cents. Back issues, when available, are \$1.00. Reprint cost given on request.

Send subscription order and change of addresses to: Circulation, *The Journal of College Radio*, Department of Oral Communications, Central State University, Edmond, Oklahoma 73034. On changes please include both old and new address plus address label from back of Journal if possible.

Second-class postage paid at Edmond, Oklahoma 73034. Printed by Heritage Press, Stillwater, Oklahoma, U.S.A. Copyright 1973 by IBS, Inc.



Chairman's Memo

With the IBS Board of Directors having just met and elected the system's officers for the coming year it may seem to be rushing things to talk now about next year's Board elections. But the by-laws provide that a slate of nominees be drawn up by January first, and so a nominating committee is at work. It is headed by Jeff Tellis, the system's director of station relations. Jeff is interested in receiving suggestions for nominees, a statement of their qualifications and an indication they are willing to serve. Write Jeff at 120 Nash Lane, Bridgeport, CT. 06605.

The program department is preparing a composite listing of programs available from that department (at the University of Virginia) and of a large number of other sources of recorded programs which has been compiled by Jeff Tellis. This will put into one convenient volume a comprehensive listing of where recorded programs can be obtained. We hope this publication will encourage station operators to make greater use than ever of the IBS programs which have been brought together by the program department.

It is the desire of *Format* to become more than a publication reporting on the popularity of popular music recordings. Individuals at IBS stations may contribute articles they believe will be of interest to other station personnel. Send contributions to Tom Karnowski, Box 134, Sauk Rapids, MN. 56379.

IBS has put together training material to assist applicants for the FCC third class operator's license to pass Element 9 of the FCC test. The FCC has recently made this part of the examination much more difficult, and study materials are difficult to find. The FCC manual has not been brought up-to-date, and most of the commercially available manuals are not much better. A good way to use the IBS training manual is to run a

training session on Element 9 at an IBS regional meeting. This again points up the advantages of conducting a regional meeting. Interested? Write Dic Allen, IBS Regions Coordinator, 2261 Palmer Ave. (Suite 3-J), New Rochelle, NY 10801.

From the Editor

We know it's late—just like last month's was late—and, quite frankly, just like next month's will be late. I want to take this opportunity to apologize to the readership of JCR—it is for your benefit that this magazine is published. I also want to apologize to the advertisers who have had the patience to remain firm to their commitments to this magazine for without you this magazine could not be published. This apology is from the JCR staff but also expresses the sentiment of the IBS directors nationally.

The reasons for tardiness in production are too numerous to list. However, I want to reaffirm my sincere commitment to the principles of this magazine. Let me assure you that we are not working with dampened spirits. JCR and IBS are as strong now as they ever were. Although production has lagged behind on the magazine and it is obvious that the November issue is going to be late, I still believe that JCR can begin coming out on time by January.

In keeping with a promise I made last issue to present articles and interviews by and with prominent individuals in the broadcast field, JCR is proud to feature an interview with Paul Harvey in this issue.

We hope to have more such articles in the future but I repeat, the best and most widely read articles are those about member stations and their personnel. Also, many articles are coming in without pictures. These are fine but any good photograph will always enhance the readership.

Notice the letter to the editor in this issue. This is a very good point. Many programs very well may be disguised commercials and if you feel the same way or not, by all means write to me about this. Let's get a dialogue going on some of the problems we all face.

I would also like to get some opinions concerning radio and television consulting firms, i.e., too much power? not enough? are they actually worth their price? good? bad? indifferent? etc. I would invite P.D.'s and news directors to contribute any experiences with consultants they have had or know of in the commercial world. Also, let's hear from you about any technical problems. Ludwell Sibley loves to dissect such problems and can better base his column on your needs. He has been absent from JCR the last couple of months but we hope to have his column back next month.

We have started something new in the MID section. Beginning next month Steve will have some concert reviews for your perusal.

Get busy with the cameras and typewriters and let's get JCR packed full of info about you and your needs. See ya next month.—Craig E. Marrs

A Letter to the Editor

Dear Jack:

It would seem that too many of today's programs which are being offered to college stations ("gee they're actually giving us a free record") are not too cleverly disguised commercial programs which contain advertising that the stations should be paid to air. College station rates are not expensive and certainly within the financial range of most advertisers. After the cost of record production, recording, service charges, and other misc. costs the advertiser could actually save money through direct advertising on college radio stations.

Perhaps when enough stations begin to refuse "free" programs containing spots that should be paid for and are certainly commercial programs, then those advertisers who now believe in college radio as an advertising medium will not have to compete for air time with spots of others that are broadcast for free.

Thanks for letting me get the above off my chest. Best wishes for another successful year of the *Journal of College Radio*.

Most sincerely yours,
Steve Runyon

General Manager, KUSF
Director of Broadcast Facilities

It's our revolutionary "two-way" cardioid dynamic microphone. Only AKG has it.

Before our refoow dna reteewt development, whenever one end of the frequency range was expanded, the other end lost. And there was often trouble in-between.

The solution our people came up with was so simple it was beautiful. And patentable. U.S. Patent #3,204,031 to be exact. Build two microphone elements in the same housing. One for highs. One for lows. Phase them together with an integral crossover network and you've expanded your range without any strain anywhere. Sound familiar? It's the same principle of a modern

speaker system. A "tweeter and woofer"—only backwards.

In the studio, on stage or on location, you have the range you need. Plus a completely flat response over the entire audio spectrum and natural reproduction up to 90° off the microphone axis. Plus no "booming" proximity effect and virtually no feedback problems.

There are AKG "two-way" microphones available for all professional purposes. See the AKG D-224E. The studio version of the "two-way" principle that duplicates the more desirable characteristics of condenser microphones. Or the highly versatile AKG D-202E that works wonders on live and cinema sound stages. And the all-purpose AKG D-200E "two-way" microphone that adds new dimension to P.A., radio-journalism and recording. Speak to your professional equipment supplier. Or write to us for complete details.

AKG MICROPHONES • HEADPHONES

Distributed by
NORTH AMERICAN PHILIPS CORPORATION
100 East 42 St., New York, N.Y. 10017



Refoow dna reteewt.

(Our secret sound ingredient.)



An Interview With Paul Harvey

by Mike Sims

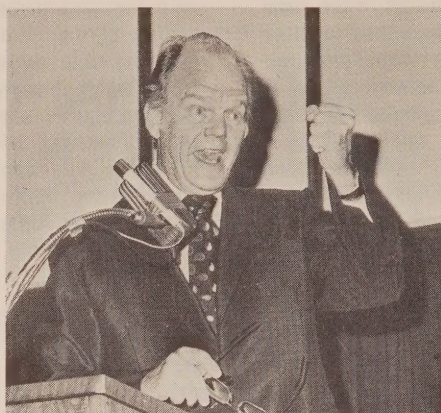
Paul Harvey, one of America's most successful broadcasters, was in Oklahoma City early last November for a speaking engagement, and I talked with him about his success, the broadcast media, and the media's role in politics. Below is a portion of that interview:

M.S.-Some of the attitudes you have taken have been quite controversial, do you claim to represent the silent majority?

P.H.-No . . . I think the silent majority is silent because I believe it doesn't want anyone speaking for it, and it would be presumptuous for anyone to do so.

MIKE SIMS BIOGRAPHY

Mike is a 20-year-old junior at Central State University in Edmond, Okla., majoring in oral communications. Mike is not only in his third year as an announcer for the campus station, KCSC-FM, but is also a news editor and reporter for Oklahoma City station KOMA, where, in addition to regular anchoring duties, he hosts "Sunday Forum" talk show and produces a one hour weekly public affairs program "Perspective." Mike also worked at KRMC radio in Oklahoma City, when it went on the air to become Oklahoma's first all news radio station. Prior to that he worked as a disc-jockey at KOKC, in Guthrie.



"American workers are running away from work; our economy is snafued by gold brickers."

M.S.-Are the views you express those of what you feel the majority of the people feel, or are they your personal views?

P.H.-Paul Harvey expresses his own views. You see I've always been of the opinion, this is not meant as a criticism of any of my colleagues, but I've been of the opinion that a person cannot be objective . . . by what we throw in the waste basket, and what we broadcast we demonstrate a degree of editorial prerogative. If they want a spectrum of (the nation's) opinion, they can go elsewhere. A recent survey indicated, and this was frightening to me, that of thirty-eight analysts that cross the country with a sufficient degree of regularity to warrant attention, from all networks, of thirty-eight news voices only two

could be counted upon to be anything except left or extreme left, and no national referendum has ever been voted by such a lopsided majority. I would hope that one day we might revert to a wider spectrum of opinion on the air.

M.S.-Why do you believe that most broadcasters are from the left and the extreme right?

P.H.-That's a large question. It relates to the fact that most of the press and information facilities of this last generation have been infiltrated by people that have grown up under FDR. Now, FDR initiated emergency measures to meet an emergency, the depression of the 1930's. Those emergency measures were perpetuated thereafter, when some of us thought they were no longer necessary. But, these people coming up from that era honestly grew up believing that big govern-



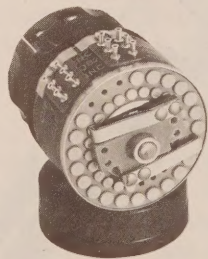
"News isn't news, it's a warning. It's a warning: Don't breathe the air, it's polluted; Don't drink water with chemicals and don't drink water without chemicals; Don't eat food, it's contaminated."

ment is more competent than are we the people. That where people fail, government succeeds. I don't agree, I still want to see our Americanism perpetuate the dignity and importance of the individual to the extent that is possible.

M.S.-What are your reflections on last Tuesday's (November 5) elections?

P.H.-I think it's wonderful that in this country we can have a bloodless revolution, where they have to kill people to do the same thing in Bolivia. The United States govern-

Rigged for Silent Running



Shallco

Beneath the surface, Shallco attenuators quietly raise and lower signals for broadcast applications.

Request Catalog 102

SHALLCO, INC. P. O. BOX 1089
SMITHFIELD, N. C. 27577
919/934-3135



"What a time to be alive! An era of permissiveness is about to turn around."

ment was overthrown in effect Tuesday (November 5). There is one ominous aspect though, in my judgement. We have a couple of very old and ailing Supreme Court justices that are going to have to be replaced. I believe that part of the vicious vendetta, superceeding all political considerations, which was aimed at former President Nixon, derived from a determination to remove his philosophy from that high office before he could make any more Supreme Court appointments. Now, those who would like to see more liberal Supreme Court appointments, not only had to remove him, but have to intimidate his successor, and this they now have done. Because, a Congress as lopsided as this has virtual veto power over any Presidential appointment. This way, men who have been elected for two years will effect American history for the next two hundred.



"But you don't want the good news that you say you want; a newspaper in California printed only good news and it went broke in 16 months."

And that's worth worrying about.

M.S.-Then, you see the "veto-proof" Congress as bad?

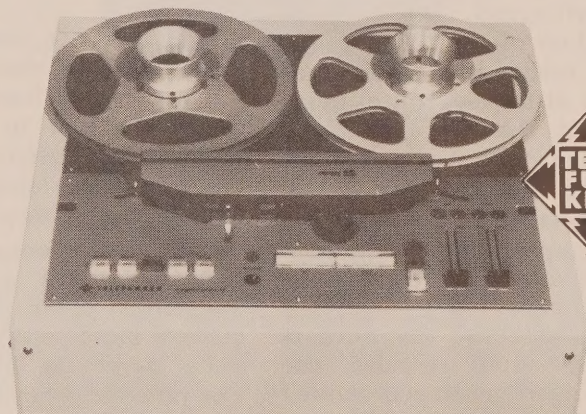
P.H.-Yes sir, I think it destroys the checks and balances system, just as the excesses of the news media tended to destroy it in the last 19 months.

M.S.-Your famous pause during your daily casts has given many new broadcasters heart attacks thinking they've lost network, why the 15-20 second pause?

P.H.-I do think that there is no more useful device for emphasis than silence.

Harvey also told me that every word that airs on his nationally syndicated programs has been written by HIM. He says that he reports to work in Chicago at 4:00 a.m. to begin ripping the wire copy. It's nice to know that you have something in common with a man like Paul Harvey . . . isn't it?

Gotham Audio takes a progressive step backward.



Back to the basics in tape recorder design. When the best solution to a problem was the simplest.

Because the simplest is usually the most reliable and the easiest to maintain.

The Telefunken M 12 "Magnetophon" is the result of over thirty years devoted to making the best better.

With the price of IC's and transistors so low, this generation of engineers has been tempted to smother a problem rather than solve it.

Telefunken solved the problem of mechanical tape motion control when they first invented the tape recorder in the early forties. And their engineers have been refining it, making it simpler and more elegant ever since.

They've gotten to the point where there is just not much left to go wrong, and look what they provide:

A unique mechanical servo system on both reels maintains constant tape

tension over the entire length of the tape. It also eliminates the need for brake solenoids. Typical weighted peak flutter: $\pm 0.02\%$.

Telefunken's recently developed ferrite heads and sintered ruby tape guides are so rugged that they are guaranteed for 15 years.

Take a progressive step backward to Telefunken. You'll get the benefits that can come only from the experience of the world's first tape recorder manufacturer. And you'll get these benefits at just about the same cost that you pay for domestic professional recorders.

GOTHAM
AUDIO CORPORATION

Headquarters:
741 Washington St., New York, NY 10014
(212) 741-7411

West Coast Sales Office:
1710 N. LaBrea Ave., Hollywood, CA 90046
(213) 874-4444

Controversy on Children's TV Commercials

"Children's TV Commercials," a three-part series on the controversy over policies governing programming and commercials for children, is being featured in the Autumn issue of the *Journal of Communication*.

"Marketers have been accused of manipulating children by feeding them distorted or false information and by taking undue advantage of their inability to identify the 'puffery' in advertising," authors Anees A. Shiekh, V. Kanti Prasad, and Tanniru R. Rao note in "A Review of Research." "Advertisers are charged with using children as 'surrogate salesmen' to pressure their parents into buying the product and thus perhaps causing serious conflicts between parents and children."

Advertisements for toys have been severely criticized, the authors assert, for their use of "false claims and other misleading techniques such as size distortion." Vital information about the toy—such as its cost, what age group it is meant for, how it works, and how long it will last—is often lacking in these commercials, they continue.

As a child grows older his attitude becomes increasingly negative toward commercials, the authors conclude. One study revealed that "while kindergarten subjects showed confusion about commercials, the second graders exhibited 'concrete distrust' that was frequently based on experience with advertised products—the fourth graders mistrusted specific commercials and their 'tricky' elements, and the sixth graders showed a 'global mistrust' of all commercials."

Is "a commercially-based broadcasting system capable of serving up quality programming for an audience so sensitive and malleable as children?" This question, the fundamental policy issue in the children's TV controversy, was first raised in 1971 by former FCC Chairman Dean Burch. In "The Vanishing Policy Options," William H. Melody and Wendy Erlich discuss possible answers to this question and detail

the gradual disappearance of "effective policy alternatives."

The public and the industry have hotly debated the programming and advertising policies now in effect for children's television. Despite a few changes in industry policies, continue the authors, many people feel that children's advertising continues to take unfair advantage of them.

"The discussion has been characterized by statements of (a) dissatisfaction with industry advertising and programming practices and stirring exhortation for self improvement by public officials; (b) lofty aspirations and good intentions by the industries; and (c) frustration and exasperation by citizens' groups with each pass of the merry-go-round."

Unfortunately, however, state the authors, public discussion has only fragmented the basic issue, and no concrete action to ameliorate the problems has been taken. As a result, many of the viable policy options have been eliminated.

"The fundamental issue has been submerged in such a sea of fragmented detail that it no longer matters much who does what about some particular abusive practice. The range of policy options has been so narrowed as to make differences relatively trivial in light of the original issue. Policy makers must settle for treating a few of the most obviously undesirable practices—the most visible symptoms of a fundamentally structural problem."

"Testing the Defenses" reports the results of research by John R. Rossiter, assistant professor, and Thomas S. Robertson, associate professor at the Center for Research on Media and Children, The Wharton School, University of Pennsylvania, on children's defenses to advertising and how these defenses can be overcome by intensive exposure.

Interviews with primary school-aged boys were used to measure "each child's level of understanding

of commercials (cognition) and his associated belief, affect, and motivational disposition with respect to them (attitude)."

Their interviews revealed that maturational development and parental education are the major factors in strengthening a child's defenses to advertising, and that television exposure is "significantly related to the child's attitude toward commercials—children who are heavy viewers of television are more favorably disposed toward television advertising."

Although older siblings did not seem to influence children's defenses to commercials, "... a significant correlation was found between sib order and parent-child interaction, suggesting that ... the first child in the family is 'steered through' commercials by parents, whereas later children are more often left to view in custody of sibs."

The second research issue—do children's defenses work?—was tested by asking children to "nominate their Christmas present selections in early November and then again in mid-December—a period which spans the peak concentration of toy and game advertising." While children's defenses were "operative" at the beginning of the six-week period, they had been "neutralized" by the end. Although this concentrated advertising weakened the children's defenses, the authors conclude that "it is possible that cognitive and attitudinal defenses may be generally effective under a 'normal' advertising load less intense than the seasonal barrage for toys and games."

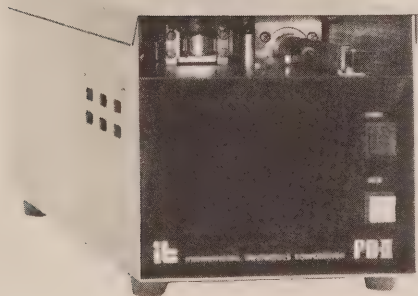
In "Stereotypes of the Aged," also appearing in the Autumn issue of the *Journal of Communication* as part of a special symposium on the "Myths of Old Age," Beth B. Hess, a member of the study group on aging at Rutgers, the state university, examines some problems faced by the "new breed" of elderly Americans, and reveals that most of the stereotypes we have formed of the aged are unfounded.

ITC

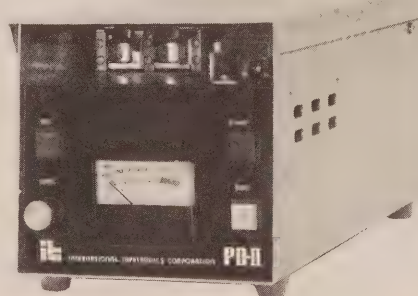
does it again!

All new PD-II Series

A moderate priced tape cartridge machine built to outperform and outlast today's market.



Reproducer \$550.00



Recorder/Reproducer \$775.00

Let's say you need a cart machine that will do a basic job . . . record and play mono tapes in the "A" size cartridge and stop automatically on the 1 kHz cue tone. Never before has a manufacturer offered so much to assure the excellent performance and long-lasting operation you have every right to expect.

Our new PD-II Series could be the smartest cart machine buy you ever made. We don't claim the lowest price on the market, but when you consider the long life expectancy, minimum maintenance, the many exclusive features and outstanding performance, the PD-II becomes a sure thing in the "best buy" category.

The PD-II Series includes a combination of impor-

tant features found nowhere else in the economy priced field. Examples: A direct drive capstan motor, 1/2 inch aluminum deck, an air-damped solenoid, plug-in printed circuit cards, micro-adjust head assembly, adjustable tape guides and no lubrication required. Each and every feature is designed to deliver quiet, accurate and long-lasting performance. And the units are so compact that three may be mounted side-by-side in a 19 inch rack.

There's no longer any need to compromise on performance for the sake of a low price. The PD-II will deliver a fantastic job year after year and is certain to become a favorite in hundreds of broadcast stations across the Nation. For complete information, call us *collect* at 309-828-1381.



INTERNATIONAL TAPETRONICS CORPORATION

P. O. BOX 241 2425 SOUTH MAIN STREET BLOOMINGTON, ILLINOIS 61701

"Today's old people are the first to survive in large numbers into an old age of retirement from work and family roles, in fair health, and with a good deal of confidence in their capacities for coping. Because this is a 'new' stage in life, there are few models to follow, and few institutionalized norms to guide them."

Contrary to some long-held conceptions of the aged, extensive gerontological research shows that:

"Old people remaining in the labor force generally perform at comparable levels to younger workers . . .

"Old people are as likely as not to have given help to adult children, while slightly more than one-third report receiving occasional gifts of money from their children.

"Approximately 80 percent of men and women over 65, in 1965, were living as heads of households or as wives of the head. Of the remainder, only 12 percent lived with their children, and only 4 percent in institutions.

"Voting rates, in 1965, for persons 75+ were higher than for those aged 21-24."

The mass media, according to Miss Hess, play an important role in the lives of old people, because "television personalities can become substitutes for individuals no longer available to the viewer on a daily face-to-face basis—the afternoon soap operas 'bring people into their lives.' Radio, similarly, brings the sound of life into an otherwise empty room."

"Environments for the Elderly," by Alton J. De Long, a member of the faculty at the University of Tennessee's School of Architecture, explores the relationship of the elderly person to his surroundings—a study which may provide important keys to understand the behavior of old people.

In the past, Mr. De Long states, we have alternated between two unidirectional views of the relationship between man and his environment. "Either man was viewed as determinably shaping his environment, or the environment was seen as being the principal factor in influencing and shaping the character of man."

Today, however, there is general acceptance for the theory that man and his environment affect each

(continued on page 12)

AELCC to Install Ft. Benning, Ga. CATV System

COLMAR, Pa. - I. A. Faye, vice-president, AEL Communications Corporation (AELCC), subsidiary of American Electronic Laboratories, Inc. (AEL), announces receipt of an award from Wometco Communications, a subsidiary of Wometco Enterprises, based in Miami, Florida.

The contract provides for the turnkey construction of an ap-

proximately 50-mile CATV system to be installed at Ft. Benning, GA. The plans include one-third underground construction.

The system will utilize AELCC's latest Mark IV, 5-300 MHz, single cable, bi-directional equipment.

Completion of the system is expected by mid-December.

AELCC is involved in manufacturing, turnkey installation, and financing of single and dual cable uni- and bi-directional systems and equipment.

U. S. POSTAL SERVICE STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION (Act of August 12, 1970: Section 3685, Title 39, United States Code)		SEE INSTRUCTIONS ON PAGE 2 (REVERSE)						
1. TITLE OF PUBLICATION JCR		2. DATE OF FILING						
3. FREQUENCY OF ISSUE Monthly — 7 times a year								
4. LOCATION OF KNOWN OFFICE OF PUBLICATION (Street, city, county, state, ZIP code) (Not printers) CSU, Edmond, OK 73034								
5. LOCATION OF THE HEADQUARTERS OR GENERAL BUSINESS OFFICES OF THE PUBLISHERS (Not printers) Same								
6. NAMES AND ADDRESSES OF PUBLISHER, EDITOR, AND MANAGING EDITOR PUBLISHER (Name and address) J. D. EDITOR (Name and address) J. D. MANAGER EDITOR (Name and address) Craig Marrs								
7. OWNER (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual must be given.)								
<table border="1"> <thead> <tr> <th>NAME</th> <th>No Stockholders</th> <th>ADDRESS</th> </tr> </thead> <tbody> <tr> <td>I.B.S. (Non-Profit)</td> <td></td> <td>Corp. Off.: 2005 Industrial Bank Bldg., Providence, RI</td> </tr> </tbody> </table>			NAME	No Stockholders	ADDRESS	I.B.S. (Non-Profit)		Corp. Off.: 2005 Industrial Bank Bldg., Providence, RI
NAME	No Stockholders	ADDRESS						
I.B.S. (Non-Profit)		Corp. Off.: 2005 Industrial Bank Bldg., Providence, RI						
8. KNOWN BONDHOLDERS, MORTGAGEES, AND OTHER SECURITY HOLDERS OWNING OR HOLDING 1 PERCENT OR MORE OF TOTAL AMOUNT OF BONDS, MORTGAGES OR OTHER SECURITIES (If there are none, so state)								
<table border="1"> <thead> <tr> <th>NAME</th> <th>ADDRESS</th> </tr> </thead> <tbody> <tr> <td>None</td> <td></td> </tr> </tbody> </table>			NAME	ADDRESS	None			
NAME	ADDRESS							
None								
9. FOR OPTIONAL COMPLETION BY PUBLISHERS MAILING AT THE REGULAR RATES (Section 132.121, Postal Service Manual)								
<p>39 U. S. C. 3626 provides in pertinent part: "No person who would have been entitled to mail matter under former section 4359 of this title shall mail such matter at the rates provided under this subsection unless he files annually with the Postal Service a written request for permission to mail matter at such rates."</p> <p>In accordance with the provisions of this statute, I hereby request permission to mail the publication named in Item 1 at the reduced postage rates presently authorized by 39 U. S. C. 3626.</p> <p>(Signature and title of editor, publisher, business manager, or owner) Jack Deskin, Publisher</p>								
10. FOR COMPLETION BY NONPROFIT ORGANIZATIONS AUTHORIZED TO MAIL AT SPECIAL RATES (Section 132.122, Postal Manual)								
<p>(Check one)</p> <p>The purpose, function, and nonprofit status of this organization and the exempt status for Federal income tax purposes <input checked="" type="checkbox"/> Have not changed during preceding 12 months <input type="checkbox"/> Have changed during preceding 12 months (If changed, publisher must submit explanation of change with this statement.)</p>								
11. EXTENT AND NATURE OF CIRCULATION								
A. TOTAL NO. COPIES PRINTED (Net Press Run)		4,600						
B. PAID CIRCULATION								
1. SALES THROUGH DEALERS AND CARRIERS, STREET VENDORS AND COUNTER SALES		0						
2. MAIL SUBSCRIPTIONS		4,226						
C. TOTAL PAID CIRCULATION		4,226						
D. FREE DISTRIBUTION BY MAIL, CARRIER OR OTHER MEANS								
1. SAMPLES, COMPLIMENTARY, AND OTHER FREE COPIES		214						
2. COPIES DISTRIBUTED TO NEWS AGENTS, BUT NOT SOLD		0						
E. TOTAL DISTRIBUTION (Sum of C and D)		4,440						
F. OFFICE USE, LEFT-OVER, UNACCOUNTED, SPOILED AFTER PRINTING		160						
G. TOTAL (Sum of E & F—should equal net press run shown in A)		4,600						
		4,500						
(Signature of editor, publisher, business manager, or owner)								
I certify that the statements made by me above are correct and complete.								

Our new E series audio equipment will improve your sound and cut your costs . . . or your money back!

**TURNTABLE
PREAMPS**

**MIC & LINE
AMPLIFIERS**

AUDIO DISTRIBUTION AMPLIFIERS

AUDIO CONSOLES & CONTROLLERS

**STUDIO MONITOR
AMPLIFIERS**

**REMOTE POWER
CONTROLLERS**

**AUTOMATIC TAPE CARTRIDGE
& CASSETTE LOADERS**

TEN DAY FREE EVALUATION AND 2 YEAR GUARANTEE INSURE YOUR UNCOMPROMISED SATISFACTION

TURNTABLE PREAMPS

Preamps costing almost 3 times more will not compare with these units. RIAA/NAB equalized $\pm 1\text{db}$, 0.5MV sensitivity at 1KHz for $+4\text{dbm}$ out, balanced outputs, -75db s/n at 10mv in, 0.05% distortion, $+21\text{dbm}$ max. out. Internal power supply.

MP-8E Mono \$86 SP-8E Stereo \$137

MIC & LINE AMPLIFIERS

Dual function and superb performance. Inputs for mic and line, $\pm 0.5\text{db}$ response 10Hz-20KHz, 67db gain on mic channel(s) $+26\text{db}$ gain on line inputs. Balanced inputs & outputs, $+21\text{dbm}$ out max, 0.1% distortion. Internal power supply.

MLA-1E Mono \$98
MLA-2E Dual Mono/Stereo \$139

AUDIO DISTRIBUTION AMPLIFIERS

From 1 in/6 out to 20 in/80 out in one small package. Whatever your distribution requirements we have an answer. All units meet or exceed the following specifications: Balanced bridging/matching inputs, balanced 600ohm outputs, $\pm 0.5\text{db}$ response 10Hz-20KHz, $\pm 3\text{db}$ 5Hz-40KHz, 26db gain, $+21\text{dbm}$ out. max. capability, 0.1% or less distortion, outputs isolated by 80db, hum and noise 90db down referenced to $+21\text{dbm}$ out. Internal power supplies.

DA-6/E	Table top. 1 in/6 out.	\$131
DA-6R/E	Rack mount. 1 in/6 out.	\$149
DA-6BR/E	Rack mount. 1 in/6 out. Individual level controls for each output.	\$165
DA-6RS/E	Rack mount. 1 in/6 out stereo or 2 in/12 out mono.	\$229
DA-16BR/E	Rack mount. 1 in/8 out stereo or 2 in/16 out mono. Individual output level controls, selectable metering & headphone monitoring.	\$287
DA-2080/E	Rack mount main frame with protected	

power supply, metering & headphone monitor. Will accept up to 10 slide in modules. Each module has 2 inputs & 8 outputs. Individual output level controls & selectable meter switch. Up to 20 in/80 out.

DA-2080/E	Main Frame	\$150
DA-2080/E	Modules 2 in/8 out	\$135 ea.

AUDIO CONSOLES & CONTROLLERS

Our new series 35 audio controller introduces a new concept in audio mixing. Allows separation of controls from the audio functions. Controls can be placed in any convenient location in the studio, while electronics may be mounted anywhere for easy maintenance & hookup. Remote DC control for completely unaffected audio.

This versatility gives you a custom designed console at a standard production model cost.

Features include; 8 channels, mono, dual channel mono, stereo, dual channel stereo, or combinations; paralleling 2 units for quad, fail safe power supply & plug in interchangeable cards.

Performance specifications are; 0.3% or less distortion, 124dbm equivalent noise on low level channels, approximately 25w power consumption, -70db crosstalk, balanced bridging/matching inputs & response within $\pm 2\text{db}$ 20Hz-20KHz. Series 35 audio controllers start at \$1200.

AUTOMATIC TAPE CARTRIDGE AND CASSETTE LOADERS

So easy to use & accurate that our largest winder competitor has been using one of these to load their own carts.

Eliminates guesswork. Set the dials to the length desired. The exact amount of tape is fed onto the cart or cassette hub and then shuts off automatically. Also has exclusive torque control for proper tape pack on different size hubs. Winds at 30 IPS. ACL-25/E \$185

Winders also come in higher speed models (ACL-60 series). Same operation as above but winds at 60 IPS. Accepts 14" pancakes.

ACL-60T/E	(tone stop only)	\$266
ACL-60B/E	(Blank tape loader)	\$331
ACL-60BT/E	(for both prerecorded and blank tape)	\$375

STUDIO MONITOR AMPLIFIERS

Exceptional reproduction! Internal muting, $\pm 2\text{db}$ response from 20Hz-40KHz. 25w music power, 20w RMS into 8 ohms. Hum & noise 65db below rated outputs.

Distortion less than 0.25% at less than 20w out, 1% or less at 20w. Works into 4-16ohms. Balanced bridging inputs, variable bass contour, internal overload & short circuit protection.

SMA-50/E	Table top (mono)	\$125
SMA-500/E	Rack mount (mono)	\$142
SMA-1000/E	Rack mount (stereo-40w)	\$196

REMOTE POWER CONTROLLERS (DUAL)

Safe, transient free means of controlling 110V/AC. Turntables, on the air lights, etc.

PR-2	(toggle switch on/off)	\$39
PR-2B	(momentary contact actuation)	\$54

Give us a call or write today for further details. You'll be money and performance ahead.

CALL COLLECT — (916) 392-2100

WRITE — 3516-C LaGrande Boulevard
Sacramento, California 95823

RAMKO RESEARCH

Fairness and Equal Time Exchange No. 1

The following is the beginning of a series by Arthur C. Matthews, coordinator of radio, WVSS-FM in Menomonie, Wisconsin. JCR will feature one or several of these "exchanges" in every issue this school year. The series of imaginary letters to illustrate the ideas and problems of the fairness doctrine and equal time. Humor can sometimes convey meaning better than "straight talk." We trust you will find them interesting.

TO: Tellum, Chargum, & Howe
FROM: Robert E. Killkomp,
Manager, WREK, Trulite, Penn-
sylvania

Just a note to let you know that you may be earning your consultation fee, at least until the elections are over. We're pretty solid here in Trulite, good, down to earth American citizens. In fact, our whole congressional district knows what it stands for.

My brother-in-law, Frank Meetum, is running for election to Congress from our district. I'm the owner of WREK, the only TV station in the area. Even if we are UHF and can't get the coverage of the big boys, I must say we've been doing a good job. My profits go up every year, and I've had some offers to buy me out. Actually I like the work too much, even though the offers are tempting.

What I wanted to write you about was a little problem I seem to be having with the other candidate for the Congressional office. George Washington, a black man from the Twin Cities, has filed in opposition. The blacks, as I understand they prefer to be called, have been encouraged by the way things have been degenerating in America to seek office in the nation's government. I'm sure he's no more than a nuisance candidate, since nobody from his party has ever been elected to Congress from our district. But he is in the way of progress.

As I said before, Frank is a good solid man, who knows which side of his bread to put the margarine on. Who can afford the other spread at prices these days? Well, besides being a respectable man and my brother-in-law, I want to make sure

he gets elected because he thinks right. With that in mind, and out of a sense of public spiritedness and generosity, I've scheduled a Sunday afternoon program called, "Let's Hear It From Our Leaders," to inform the public about the issues in the valley. I couldn't sell the time anyhow, so I thought I might pick up a few points with the FCC when it comes time to renew the license.

You can imagine my surprise when, after Frank appeared on the program, this Washington fella has the nerve to ask for equal time on the air. He said something about an "equal time" clause in the constitution. He further stated that I had to give him equal time. Well, rummaging around I managed to come up with a piece of paper from the FCC that said I didn't have to give him any time if "Let's Hear It From Our Leaders" was a bona fide news program, which of course it is. I explained to Washington that LHIFOL was a news program and that he had no right to question my judgement as station manager, and that I didn't intend to let him have any time on such a bogus excuse as "what's fair is fair."

After all, blood is thicker than water, and if a man can't help his own relations, I don't know who he can help. The only reason I'm worried is that Washington threatened to write to the FCC. I hear those boys can give a guy a lot of trouble. And, I don't need anymore right now. My engineer claims there's something wrong with the transmitter and it may go any minute. And he's pushing for another color camera, and you know how expensive they are.

TO: Robert E. Killkomp, Manager of WREK, Trulite, Pennsylvania.
FROM: Alvin C. Erassmus, Senior Consultant, Tellum, Chargum, & Howe.

While some managers are confused about that so called "equal time" and "fairness doctrines" as promulgated by the FCC, the basic principle is quite simple. Since radio and TV are scarce resources—not everyone has the opportunity to initiate a station—the Congress, the

Courts, and the FCC feel that a broadcaster has an obligation to present the many sides of an issue or issues. This is especially true for Federally elected offices. The argument you presented that a candidate has no chance of election carries absolutely no weight with the regulatory agency.

As I understand it, you initiated the program "Let's Hear It From Our Leaders" last week in order to present the issues as you saw them to your listeners. You feel that since it is a bona fide news program, Mr. Washington is not entitled to equal time.

I fear you are mistaken in your idea. A program of one week's duration is not a bona fide news program since it has not been established for any length of time. While the management must have control over such a program and not the candidates, your exclusive control seems to raise other questions. It appears, then, that you do owe Mr. Washington a full half-hour, although not at the same but at a similarly valuable time. If I can be of further help, please feel free to contact me.

College Education on Prime Time

WNYU-FM (89.1 MHz) will broadcast college courses in prime-time starting Monday, September 23 at 7:30 p.m.

"Sunset Semester," radio repeats of "Sunrise Semester," New York University's Emmy award-winning college-courses-for-credit series, offers student-viewers a second chance to review or make up a missed morning lecture, and an opportunity for continuing education enthusiasts to participate and the general audience to rediscover the pleasures of learning.

Fairness and Equal Time Exchange No. 2

TO: Alvin C. Erassmus, Senior Consultant, Tellum, Chargum, & Howe
FROM: Robert E. Killkomp, Manager, WREK, Trulite, Pennsylvania

Well, I'm sorry to hear that the Federal government, with its usual high handedness, interferes in a man's business. I bought and paid for WREK pretty much by myself on money I borrowed from my wife and a few friends. These friends made loans so that our small community could be served. We're a little isolated out here in the mountains . . . or rather down in the valley, but we offer a good service within our limited facilities. And, with good luck, I've paid back every penny we owed.

I did as you suggested and called Washington on Saturday and offered him time, just to show I was a good fellow and didn't hold anything against him. You got to be careful with these black people, they're very touchy. I said he could have a half-hour Sunday if he wanted it. I was looking for somebody else for "Let's Hear It From Our Leaders" anyhow because the Mayor, who isn't up for re-election, had to go visit his mother who is sick. He was going to talk about the water supply which is getting polluted.

Washington didn't seem very grateful for my offer. He said he couldn't see how he could be prepared in such a short time. I told him not to be scared of TV. We've had plenty of other people who survived. He wanted to bring along some charts and such, and I said that was OK as long as they weren't too *white*. He apparently didn't get the joke.

I gave the cameraman the day off, because I didn't think there would be much movement. I came down to run the switcher and audio myself, just to see that there was no injustice done to the poor man.

It turned out pretty good too. We had a little trouble getting enough light on the subject. And Washington kept getting left and right mixed up as he tried to center the visuals he was holding. He wondered why we needed a switcher when we only had one camera. I pointed out the slides and film chain to him and that ex-

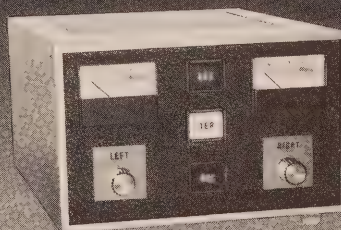
plained it.

He started to talk about the possibilities of cable TV for bringing more information to the community; and we developed some technical difficulties. I don't run the board often, and I guess I must have accidentally jiggled the wrong knob or something and his audio went off. The picture was just fine. About the time he

finished mentioning the cable TV and had gone on to something more reasonable the trouble cleared up . . . so I guess I can can my engineer any day.

After the show, Washington whined about the poor coverage we'd given him on the announcement of his candidacy. I told him that he might be entitled to time on "Let's Hear It From Our Leaders," but that our 6:30 news program was a bona fide news program. It had been on the

Let's talk it over— broadcaster to broadcaster.



WRA Series
Recording Amplifier



3D Series Reproducer

You want to know something about tape cartridge equipment . . . such as our 3D Series multi-reproducer and the WRA Series recording amplifier. Sure . . . you want to talk to an engineer who knows his equipment. But you also want to talk to someone who understands **your** problems as a broadcaster. We combine both. Our men are former broadcasters and engineers. You'll get straight answers as to which of our equipment will solve your problems best. We think you'll be pleasantly surprised at how much we can help. That's why we have a standing offer to any broadcaster with a question to call us **collect**. And after you buy, we're always as close as your phone. So, let's talk it over — broadcaster to broadcaster . . . today.

CALL 309-828-1381 COLLECT



INTERNATIONAL TAPETRONICS CORPORATION

2425 South Main Street • Bloomington, Illinois 61701

Marketed exclusively in Canada by McCurdy Radio Industries Ltd., Toronto

MORE INFO? CIRCLE SERVICE CARD ITEM 45.

air since I started the station. I really didn't want to do it at first, but after a few years of pushing, we've made a good thing out of it and sell quite a few spots. Since we're the only local news in the area, most folks watch us.

Our competition in the Twin Cities across the mountains (Sodom and Gomorrah), can really beat us in equipment. After all, they have a bigger market. I'm grateful for those mountains in spite of the drives back and forth over them. They prevent penetration into our market . . . so we have the local advertising to ourselves.

What with me knowing so many people in the community from my previous hardware business experience, I've been able to convince the merchants that advertising is necessary.

I also think we hooked up with the best network too. There are a lot of programs that people might like to see that they can't, but my network interferes with the local outlet as little as possible. So, I guess all in all I have a pretty good deal for myself in

this little community.

TO: Robert E. Killkomp, Manager, WREK, Trulite, Pennsylvania
FROM: Alvin C. Erassmus, Tellum, Chargum, & Howe.

I hope you are keeping records of Mr. Washington's complaints. That too is a requirement of the "hated" FCC, but one I believe to be fair. Especially so if there should be litigation over the matters under consideration. You mention technical problems when Mr. Washington attempted to introduce the topic of cable TV. Was this intentional; did Mr. Washington notice or complain? Did you use a cameraman when your brother-in-law appeared on the program? Did you offer candidate Meetum any assistance that you did not offer candidate Washington?

What is the alleged difficulty about the news coverage of Mr. Washington's announcement of his candidacy? We must be careful under the circumstances. License renewal for your area comes up next year. I'd be most happy to meet with you in Trulite if you feel it necessary.

Controversy on Children's etc.

(continued from page 8)

other to an equal extent. The environment is "a system of communication which is learned, socially shared and structured like language." This structuring leads man to form certain expectations about his environment—expectations which must be met if he is to function normally. Thus, an elderly person's expectations about his surroundings may provide clues vital to understanding his behavior.


Research has shown that "stability in the environment is extremely important to the older population; and reciprocally, that environmental change is stressful and potentially detrimental to the well-being of the older person." Moving, or the anticipation of moving, is a particularly traumatic experience for the elderly, the author asserts, and often results in a decline in health.

Undue complexity in an older person's environment may heighten his feelings of incompetence and stress. De Long suggests that creators of environment for the elderly can compensate for this loss of competence by giving priority to simplicity and clarity in their designs.

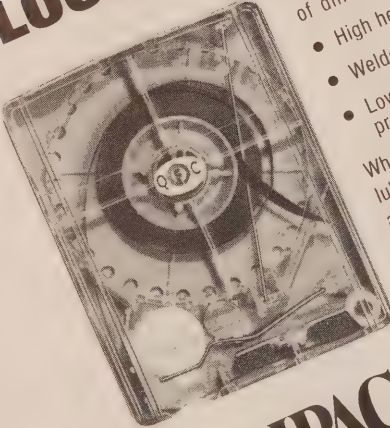
"Communications Activity Substitutions in Aging," by Marshall J. Graney and Edith E. Graney, investigates what, if any, communications' behaviors the elderly substitute for those lost as a result of aging.

"For elderly people, as for others, membership and activity in religious or voluntary organizations; attention to newspapers, magazines, books, radio and television, and telephone and face-to-face conversations are important communications' behaviors. It has frequently been proposed that older people who experience decrements in one such activity tend to seek and find alternatives in which the financial, social, physical, or other losses associated with aging do not count against them as severely."

By analyzing interviews with elderly people, the authors concluded that "media use is important to older people. The media of mass communication are a valuable and socially-acceptable resource to the aging individual because they can be used anonymously, inexpensively, and more or less at will . . . the mass



LOOKS CAN BE DECEIVING!




These carts, Fidelipac's original Model 300 of 1956 and one we've just made, may look the same but there's a world of difference. Today's Fidelipac® has:

- High heat, high impact Plexiglas® DR case.
- Welded, leadless polyester faced foam
- Low friction polyester tape, positive reel brake pressure pads.

What hasn't changed is the use of highest quality lubricated polyester tape, positive reel brake action, hand winding, assembly and inspection of all carts as well as the other features that make Fidelipac the standard.

If you're using or considering buying another brand, don't be deceived . . . call your Fidelipac Distributor today and see why Fidelipac is the state-of-the-art cartridge, the cartridge with more in use worldwide than all other brands combined.

FIDELIPAC®
3 Olney Ave., Cherry Hill, NJ 08034
(609) 424-1234



Fidelipac is a registered trademark of Telepro Industries Incorporated
Plexiglas is a registered trademark of Rohm and Haas Company

media play a critical role in maintenance of social-psychological well-being among older people when friends and relatives are (often) dead and when churches and favored voluntary organizations are dominated by new and unfamiliar interests."

Although the elderly may no longer participate as actively in society, state the authors, as declines in frequency of "face-to-face" activities, such as church attendance and visits to friends and relatives indicate, this "cannot accurately be called 'social disengagement.'" According to the Graneys' findings, these declines were matched by increases in other behaviors which kept them "in touch" with society.

The Graneys' evidence indicates that "the elderly person's ability to use alternative means to maintain social communication challenges the deterministic and fatalistic thesis that claims that the aged are powerless and become more so the older they become. In at least some areas of behavior, the elderly person's own interests continue to be pursued in aging, although in somewhat different ways than in younger years."

Because "television is a potent source of information about aging and social attributes associated with the various stages of life cycle," Craig Aronoff, a candidate for the Ph.D. in communication at the University of Texas at Austin, has studied how the aged are portrayed on television.

In "Old Age in Prime Time," he states that "in television drama, females age earlier and faster than males. Chances of male villainy increase with age. But while most males in prime time drama fail because they are evil, females fail just as they age."

"Aging in prime time is thus associated with increasing evil, failure and unhappiness," Aronoff writes. "In a world of generally positive portrayals and happy endings, only 40 percent of older male and even fewer female characters are seen as successful, happy and good."

For a complimentary review copy of the Autumn issue of the *Journal of Communication*, write to Dorothy Kerr & Associates, 1211 Connecticut Avenue, N.W., Suite 604, Washington, DC 20036.

The Mod One Is The Flexible One

Start With The Console Format You Need Now, Expand Later.

Modular design lets you select a wide range of input modules and plug-in amplifier cards as you grow. 10 mixing positions with up to 30 inputs. Modern vertical faders; silent operating switches; state-of-the-art circuitry.

Custom features and options with off-the-shelf availability. Monaural, stereo, or quad. Meets all FCC - AM and FM standards. UREI quality, of course.

Available through your UREI dealer.



11922 Valerio Street, No. Hollywood, California 91605 (213) 764-1500

Exclusive export agent: Gotham Export Corporation, New York

MUSIC INDUSTRY DEPARTMENT

We're going to try something new from now on in the MID section of JCR, and I hope it meets with everyone's approval and enthusiasm. I have received numerous complaints about how "by the time we get the JCR everything in the MID section is out of date!" Here at JCR we are on a rather tight scale as far as deadlines and when our printer can get together with Craig and Jack to put out the quality magazine that we want and you deserve.

So, starting this month, instead of the Top Twenty Singles and Albums, I am going to run a "Recommended Playlist" each month. Perhaps this way we can keep up a little better than we have in the past. If it doesn't work, then we'll try something else.

RECOMMENDED PLAYLIST

I CAN STAND A LITTLE RAIN*

MIAMI

461 OCEAN BOULEVARD*

HOLIDAY*

LAND'S END

PUSSYCATS

LET IT FLOW*

WHEN THE EAGLE FLIES**

VERITIES AND BALDERDASH*

BAD CO.*

ON THE BEACH*

CARIBOU*

WBMFTTSTNEL&G E,L,P.*

STARS & STRIPES FOREVER

HEROES ARE HARD TO FIND**

WRAP AROUND JOY**

STREET LIGHTS**

SECOND HELPING*

STOP ALL THAT JAZZ*

JOURNEY TO THE CENTER OF THE EARTH***

MOTHER LODE*

STREETLIFE SERENADER*

WALLS & BRIDGES*

WAR CHILD

"DAVE MASON"

*Super LP

JOE COCKER

JAMES GANG

ERIC CLAPTON

AMERICA

JIMMY WEBB

NILSSON

ELVIN BISHOP

TRAFFIC

HARRY CHAPIN

BAD CO.

NEIL YOUNG

ELTON JOHN

EMERSON, LAKE & PALMER

NITTY GRITTY DIRT BAND

FLEETWOOD MAC

CAROLE KING

BONNIE RAITT

LYNYRD SKYNYRD

LEON RUSSELL

RICK WAKEMAN

LOGGINS & MESSINA

BILLY JOEL

JOHN LENNON

JETHRO TULL

DAVE MASON

A&M

ATCO

RSO

WARNER/REPRISE

ASYLUM

RCA

CAPRICORN

ASYLUM/ISLAND

ELEKTRA

SWAN SONG

REPRISE

MCA

MANTICERE

UA

REPRISE

ODE

WARNER/REPRISE

MCA

SHELTER

A&M

COLUMBIA

COLUMBIA

APPLE

WB

COLUMBIA

RECOMMENDED JAZZ PLAYLIST FOR OCTOBER

BODY HEAT*

REGGAE

BLACKSMITH*

HEAD HUNTERS*

IS IT IN

TWO GENERATIONS OF BRUBECK

THRUST**

STRAIGHT AHEAD***

MYSTERIOUS TRAVELLER*

"4"

*Super LP

QUINCY JONES

HERBIE MANN

JIMMY SMITH

HERBIE HANCOCK

EDDIE HARRIS

DAVE BRUBECK

HERBIE HANCOCK

BRIAN AUGER'S OBLIVION EXPRESS

WEATHER REPORT

TIM WEISBERG

A&M

ATLANTIC

ATLANTIC

COLUMBIA

ATLANTIC

ATCO

COLUMBIA

RCA

COLUMBIA

A&M

OTHER RELEASES OF MERIT...

TARZANA KID*

SUNSET TOWERS*

STREET LIGHTS*

SO FAR*

BAD CO.*

MIRROR IMAGE*

HERGEST RIDGE*

FEATS DON'T FAIL ME NOW

*Super LP

JOHN SEBASTIAN

DON EVERLY (remember him?)

BONNIE RAITT

C,S,N,&Y

BAD CO.

BLOOD, SWEAT & TEARS

MIKE OLDFIELD

LITTLE FEAT

WARNER BROS.

ODE/A&M

WARNER/REPRISE

ATLANTIC

SWAN SONG

COLUMBIA

VIRGIN

WARNER BROS.

MUSIC INDUSTRY DEPARTMENT

Record Reviews

WHEN THE EAGLE FLIES*

TRAFFIC

ASYLUM/ISLAND

Traffic has been away for two long years, but the wait was well worth it. The first time you sit down to listen to this disc you think, "Hmm, pretty good Traffic." But as the music begins to flow, you start to notice the little subtleties like cleaner sound, more finesse and a noticeable maturation of talent within the group. This LP is easily Traffic's best effort to date and makes *Shoot Out* sound like the drivel it really was. Best cuts "Dream Gerrard," "Walking in the Wind."

HEROES ARE HARD TO FIND*

FLEETWOOD MAC

REPRISE

It sounds like Fleetwood has finally settled on a continuous group and ironed out most of the hassles that used to go along with every Fleetwood LP. But no matter what the hassles, you couldn't help but like Fleetwood, and this album reaffirms your belief that Fleetwood Mac is a good band. Best Cuts: *ALL OF 'EM!*

WHALE MEAT AGAIN

JIM CAPALDI

ISLAND

At first glance this looks like a brand new band for Jim Capaldi, but after you put it on the turntable and look closely at the liner notes, you will discover that Winwood is on organ and bass and Reebop is on congas. The sound is Traffic, nevertheless it is still a good sound and a movement in a new direction for the group. Best cuts: "I Can See The End Of Summer."

*Super LP



SNOWFLAKES ARE DANCING*

ISAO TOMITA

RCA

If you dig Rick Wakeman and Keith Emerson then you will really dig this cat! What this man does to Claude DeBussey with a few synthesizers and studio gadgets will take the top of your head right off! Play this disc one time on the air and I personally guarantee you will receive at least 10 requests to play it again. Best Cuts: "Clair De Lune," "Dancing Snowflakes."

FELIX CAVALIERE

WARNER BROS.

A familiar sound with a new twist from the old leader of the Rascals. The new twist comes from none other than the Wizard himself, Todd Rundgren! Todd engineered, mixed, produced and even played on this disc. A very interesting sound makes for a very interesting LP.

WRAP AROUND JOY*

CAROLE KING

ODE

Another fine album from Carole! All cuts are great and don't hesitate to play all of them.

QUAH*

JORMA KAUKONEN

GRUNT

In case you've forgotten, Jorma was one of the founders of the late Jefferson Airplane. Since the demise of the Airplane, Jorma has played on Hot Tuna, Grace Slick, Paul Kantner, and just about every other Grunt LP. It's about time for a Kaukonen effort and this one is a good one. A totally refreshing sound and one that should get lots of requests.

Buddah Record's Michael Wendroff (left) with WNYU-FM Music Director Denis McNamara. Wendroff was at WNYU to record a "live" set and interview with McNamara to air in two parts on Folk Alive, March 4th and 6th, from 11:00 to 11:30 p.m. Programs will also include excerpts from Wendroff's first Buddah LP as well as his recent single, "Only a Fool Fools With Love." WNYU is the NYU student-run station, heard throughout the New York metro area at 89.1 FM stereo.

Station of the Month

by Rick Green

WFIB, the AM carrier current station at the University of Cincinnati, recently completed one of the most successful and by far the most profitable promotions undertaken by the station in the past few years. The promotion was developed and executed entirely by station personnel and one in which I'm sure could be repeated at any other campus station with equal results.

In our promotion we combined the forces of the radio and print media in the form of a 30x20 inch poster and WFIB spot advertising. The poster, whose initial idea was by our promotion director, Bob Siefert, is a black & white, non-glossy print with a young woman in a flowing gown super-imposed sitting on top of an old cathedral type radio. The outside frame has space for sponsors' names. The bottom portion identifies WFIB

as "your station on campus."

With the mock-up completed it was the job of our sales manager, Jack Cassidy, to fill the seventeen available spaces with sponsors. In order to be a sponsor, a client must purchase three weeks of spot advertising, to be run at their option any time during the coming school year, for a total contract buy of \$220. In addition to the radio time we provided the clients with non-competitive advertising on 5,500 posters with their name and address or phone number. The poster was completely sold out within three weeks, bringing the station a total revenue after printing and distribution of \$2,900. Besides promotion and profit, public relations was an additional asset. We distributed the poster to every dormitory room and campus building and also to the local stores, record reps, and university officials. This resulted in fantastic public relations with the campus and community.

The initial investment seemed high and we were hesitant at first, but as the results show it was extremely profitable and has provided us with new ideas for bigger and better promotions in the future.

For more information or if you

would like one of our posters write: WFIB RADIO/Poster, 121 Emery Hall, University of Cincinnati, Cincinnati, Ohio 45221.

The Development of KGSM

by Sue Hiner

Student radio at Gustavus Adolphus College in St. Peter, Minnesota, has had its ups and downs in years past, fluctuating in relation to the student involvement and interest it received, but it is now quite permanently grounded and well established in KGSM. With fresh talent input yearly and retention of experienced DJ's and staff, KGSM is not only surviving, but prospering.

Although we are not yet AM or FM, but still carrier current, broadcasting to on-campus dorms only, we are operating in the black and are on our feet financially through a more extensive advertising campaign. To help increase sales, our advertising department has recently begun a new program offering a small commission to its sales persons for each new ad they are able to secure. Hopefully soon we will be able to go AM or FM.

Now we have for our listeners 'round the clock music (in addition to campus through national news and public service announcements) made possible through the utilization of a triple deck tape player which plays three 90-minute tapes in rotation when live broadcasting is not possible. Thus it is never necessary for the GAC student to have his radio dial off 690. The KGSM listener has also a request line available which has become increasingly popular as our record library has become more extensive than ever. To further maintain contact with our listeners, we periodically conduct door to door surveys in the dorms which tap the musical tastes of virtually 100% of the student body. From this information we can restandardize our format or add special interest programs to meet the changing needs of our listeners.

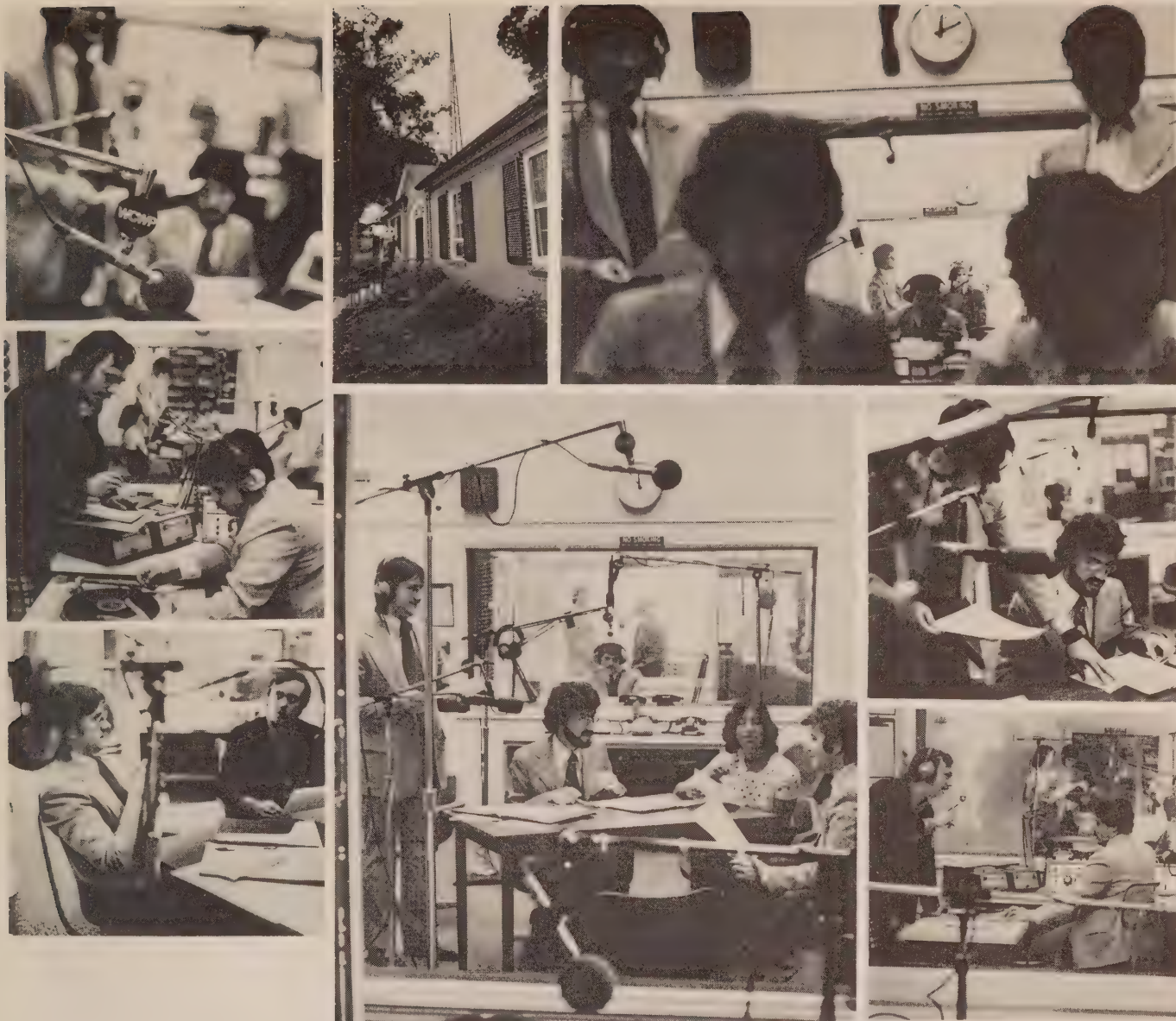
We are now using computerized

System 700

8600 W. SUNNYSIDE AVE.
CHICAGO, ILL., 60656
PH: 312-625-0265

BSC INCORPORATED

MORE INFO? CIRCLE SERVICE CARD ITEM 48.



Shown above during a daytime session at WCWP are: William J. Mozer . . . Nancy Toran . . . William Epperhart . . . Joel A. Feltman . . . Alan Boritz . . . Phil Lebowitz . . . Michael A. Phillips.

A Prime Training Ground For Broadcast Engineers of the Future Finds a Stanton Cartridge in Every Head

Not many college radio stations are as fortunate as WCWP, C. W. Post College, Brookville, L.I., in possessing such a magnificent building and studios. But, college radio stations all over the nation, in common with WCWP, prefer Stanton cartridges for all their turntables.

WCWP has become a well known source for radio stations in search of Broadcast Engineers, for here the young trainees learn what they must know in order to qualify for that position in a regular commercial station.

William J. Mozer, Director of WCWP, and an engineer at WABC (shown directly above standing in the studio) says:

"We have never used anything but Stanton Cartridges on all of our turntables. Currently, we are

outfitted with the 681 EE which meets our needs both in terms of reliability and excellent sound quality in on-the-air playback as well as in our production of transfers. We are looking forward to a future step-up to the new Stanton 681 Triple-E".

Stanton is the choice of a great number of college radio stations, just as it is for the great majority of commercial broadcasters. That is because Stanton cartridges are the Professional Standard and possess outstanding ability to withstand rugged handling without sacrifice of audio quality. Their excellence and reliability assure the highest quality sound with minimum maintenance.

Whether your usage involves Broadcasting or Home entertainment, enjoy professional audio quality with Stanton products.



Write today for further information to Stanton Magnetics, Inc., Terminal Drive, Plainview, N.Y. 11803.

MORE INFO? CIRCLE SERVICE CARD ITEM 49

logs which make ad tabulation and on-the-air broadcasting run smoother. And not only have we standardized our format, but our quality of DJ performance as well, by conducting DJ training classes. Here each potential DJ completes a number of tasks including splicing tapes, recording eight tracks, making ads and conducting interviews in addition to becoming familiar with and efficient in the handling of the control panel itself. A certificate of accomplishment is awarded each "graduate" upon successful completion of the course.

Unlike some other campus organizations, it is not yet finalized that KGSM student radio staff and personnel receive academic credit for their participation and acquired radio knowledge and skill; however, there have been negotiations over the past year with the GAC faculty and hopes are high for credit to be granted in the near future. One result of the negotiations so far has been a closer working with the Speech Department on campus and the offering of a media course which used the new KGSM facilities for some of its radio projects. A similar summer course originated the Gustavus Radio Theater which is now broadcast weekly not only over KGSM, but the community AM and FM station, KRBI. Strengthening of this relationship between the community and the campus radios has been of great benefit to KGSM.

Another cooperative effort is being made this year through the establishment of a joint campus news office which would have a central file, a newline for hot tips and typists on duty. Students could call in to give news, advertise campus events or find out information. This service would be used daily by the campus radio station, KGSM, on a weekly basis by the campus newspaper, *The Gustavian Weekly*, and on a yearly basis by the yearbook, *The Gustavian*. This central news service would eliminate duplication of effort among the various campus organizations.

Although GAC does not yet offer a full broadcasting program, KGSM has offered a source of creative expression for interested students and has stimulated radio enthusiasm in many. Gary Hoff, a founder of KGSM, its chief engineer for three years, one of its managers and then

its business manager as well as a DJ, is now working professionally for KATE radio of Albert Lea, Minnesota, as the chief engineer. Gary secured the job shortly after his graduation from GAC last spring. Dave Higgons, former music and program director and top rock DJ, is working part-time at WMIN in St. Paul while also working towards his October graduation from Brown Institute of Radio Broadcasting in Minneapolis. Chris Wallenberg, a former DJ for KGSM, known by all campus jazz lovers as "Sundown Lady," is also at Brown Institute and will graduate early in 1975. John Freed, a former engineer and DJ, is now studying radio engineering at an Ohio university. Other people who have or are working with KGSM have their third or first class broadcasting licenses, having studied for them in their spare time.

Once a floundering dream, KGSM radio is now a well established and well known organization, offering many and varied services to its campus community.

new products

Amilon Renovates Audio Cassette Transport

WOODSIDE, NY - The Amilon Corporation, manufacturer of cassette tape transports for the computer, industrial and audio markets, today introduced its up-dated, high performance, electrically operated audio cassette transport. The announcement was made by Leonard Rosenblatt, president.

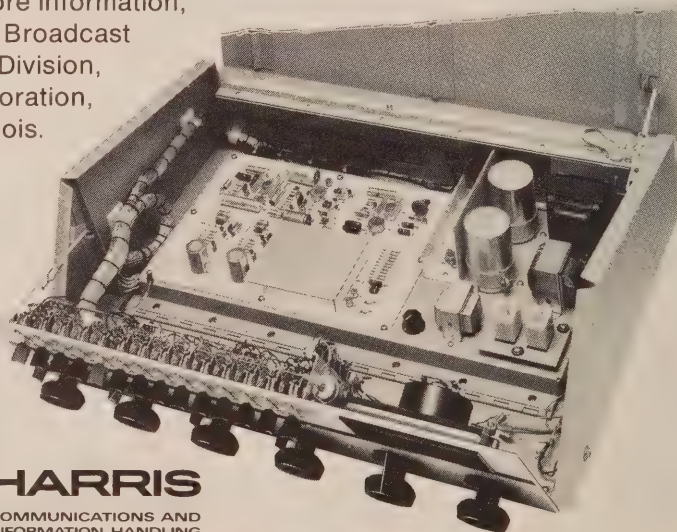
Designated as the A9 system which is made in the U.S., the one-reel motor and one capstan motor concept of the transport is "functionally superior to three-motor mechanisms for cassette applications," said Mr. Rosenblatt.

Once you look inside the STUDIOETTE 80, you'll buy it.

You'll see why the new Studioette 80 is the quality buy of solid state, 4-channel audio consoles.

In the Studioette 80, 13 inputs into 4 mixing channels provide maximum flexibility. All inputs and outputs are protected by isolation transformers. Reliable, step-type attenuators, used in each of the 4 mixer channels, assure quiet and reliable audio operation.

For more information,
write Gates Broadcast
Equipment Division,
Harris Corporation,
Quincy, Illinois.



HARRIS
COMMUNICATIONS AND
INFORMATION HANDLING

MORE INFO? CIRCLE SERVICE CARD ITEM 50.

Fewer parts... fewer problems with **audiopak® A-2** broadcast cartridge

*Ribs are molded into the flange —
no pencil leads
to break and jam.*

*No top wire.
Reloading's easier.*



*Tape guide is
an integral part of
the cartridge base
— not glued in —
to insure accurate azimuth control.*

Try one free

In the broadcast cartridge world, the simpler the better. That's why the design of the audiopak A-2 eliminates parts that can give you trouble.

The lessons learned from our years of experience developing the world's leading 8-track cartridge have been applied to our audiopak A-2. The result is a more durable, more reliable broadcast cartridge. And because we manufacture the entire product—from tape to packaging—we can assure you of the highest possible quality control.

We're so sure we have the best product on the market, we want to prove it... at no cost to you. For

your free sample and more information on the audiopak A-2 broadcast cartridge, write on your company letterhead to: Capitol Magnetic Products, Division of Capitol Records, Inc., 1750 North Vine St., Los Angeles, Calif. 90028. Attention: Marketing Manager, Professional Products.



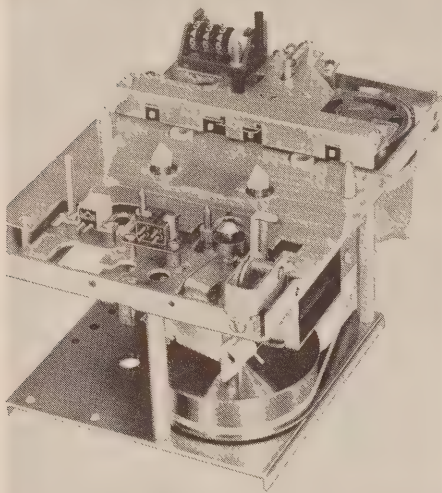
Capitol®
REG. TM. OF CRI

CAPITOL MAGNETIC PRODUCTS
A DIVISION OF CAPITOL RECORDS, INC.
LOS ANGELES, CALIFORNIA 90028
A MEMBER OF THE EMI GROUP



TM OF EMI LIMITED

new products



Amilon's single reel motor design eliminates uncontrolled back-tension due to the unused motor, as well as motor bearing frictions which cause tape stretching and slippage at the capstan.

The Amilon transport has fail-safe braking whereas three motor systems require a braking voltage be applied to the reel motors in order to stop tape motion.

Additional features include: optional precision machined head mount, non-contact end of tape sensors, single or dual direction play/record. Self-aligning pinch roller reduces tape skew and edge wear. Independent action heads can remain in contact with tape in fast modes for search or be removed to increase head life.

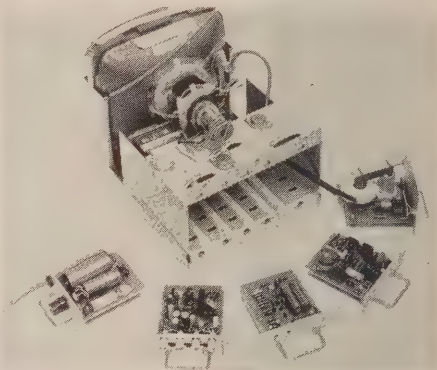
The A9 system was designed to exceed NAB standards. It is equipped with synchronous capstan motor for vertical or horizontal operation. The modular construction allows the addition or deletion of many options.

OEM price is approximately \$80.00 in quantities of 1,000 depending on options. Samples available from stock.

MORE INFO? CIRCLE SERVICE CARD ITEM 52.

Broadcast Electronics
Begins MODTEC Shipments
Tom Creighton, director of

marketing, announces that the MODTEC Division of Broadcast Electronics, Inc., has begun shipments of its modular television monitors. The recently acquired MODTEC product line is now under Broadcast Electronics management, with a strengthened and expanding distributor organization. The product line has been redesigned to enhance performance and reliability, while maintaining the flexibility and quick



repair features of modular construction. MODTEC monitors are now being manufactured under rigid quality control standards at the Broadcast Electronics main production facilities in Silver Spring, Maryland.

MODTEC monitors offer the most advanced design in video monochrome monitors available to date. The 100% solid state chassis consists of five quick-change plug-in modules—the same five modules being common to all CRT sizes from 9 to 23 inches. This unique feature simplifies maintenance while reducing the required on-hand spares to a very minimum.

Applications for these monitors include broadcasting, security and industrial uses where the display consists of either pictures or TV format data. Pictures are bright in high ambient light, and very stable under changing power line voltages. Video response is flat, and center resolution is 800 lines.

For additional information contact the Marketing Department, MODTEC Division, Broadcast Electronics, Inc., 8810 Brookville Road, Silver Spring, Maryland. Telephone 301-588-4983.

MORE INFO? CIRCLE SERVICE CARD ITEM 54.

Versatile Turntable Pre-Amp
Introduced By
Broadcast Electronics

Broadcast Electronics, Inc., announces the introduction of a new

TAPECASTER

CARTRIDGE
RE-LOADS

TAPECASTER

HOT LINE

TOLL FREE ORDER NUMBER

800 638-0977

PLEASE USE OUR REGULAR NUMBER
FOR SERVICE AND TECHNICAL
INFORMATION

REPLACEMENT TAPE
AND HUB IN MOST
NAB CARTRIDGES

PRICE LIST

40 SEC	\$.80
70 SEC	.85
100 SEC	.90
2½ MIN	1.15
3½ MIN	1.25
5½ MIN	1.50
10½ MIN	2.25
MINIMUM ORDER (ASSORTED)	\$10.00

DIRECTIONS

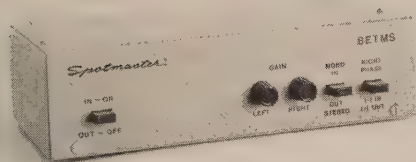
REMOVE OLD HUB FROM CARTRIDGE AND DISCARD

INSERT NEW HUB AND REASSEMBLE CARTRIDGE

TAPECASTER TCM, INC.

Box 662 • 12326 Wilkins Avenue, Rockville Maryland 20851 Area Code 301 881-8888

MORE INFO? CIRCLE SERVICE CARD ITEM 53.



SPOTMASTER turntable pre-amplifier designed for the most discriminating broadcaster and sound man. Designated as the Model BE TMS, this pre-amp provides complete mono, stereo and dual channel capabilities. Its versatility is enhanced by a phase reversal switch on one channel that allows five modes of operation—mono in/mono out, stereo in/mono out, stereo in/stereo out, dual channel mono in/dual channel mono out, and single channel mono in/dual channel mono out.

The BE TMS has an output level switchable between -10, 0 and +8 dBm into a nominal 600 ohm load. Transformer coupled output is available as an option. Gain of the pre-amp is 54 dB at 1 KHz and frequency response is +2dB, 30 Hz to 15 KHz (RIAA) NAB. Also featured are channel separation better than 50 dB and distortion less than 0.5% at +8 dBm.

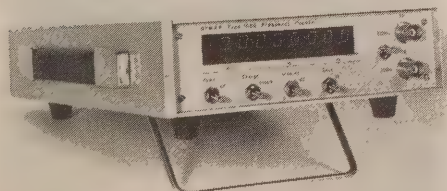
Spotmaster's BE TMS has front panel controls for power, left and right channel gain, mono/stereo selection and right channel phase reversal.

For additional information contact the Marketing Department, Broadcast Electronics, Inc., 8810 Brookville Road, Silver Spring, MD. 20910. Telephone: 301-588-4983.

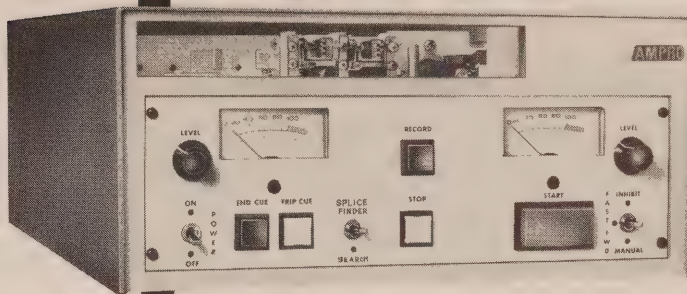
MORE INFO? CIRCLE SERVICE CARD ITEM 55.

Versatile Portable Radio Frequency Counter Is Quick And Accurate

Quick and accurate measurement of radio frequencies over the range 30Hz to 600 MHz is offered by a compact British instrument designed for the mobile land, marine and air communications industry. The Dymar



tougher than you are



... **AMPRO** Automatic Tape Cartridge Recorder/Reproducers are the rugged ones ... the ones with heavy-duty head mounts, die cast deck and front panel, self-aligning pinch roller and direct drive 4" motor. Silent, both mechanically and over your program line (-58 dB snr, ref. 400 Hz 3% THD), air-damped solenoid operation assures positive stop/start, gentle tape handling and long cart life. Electronic splice finder available as an option on recorders. 34 standard stereo/mono models to choose from, non-slip desk enclosure and rack mount. Priced from \$650 to \$1,775.

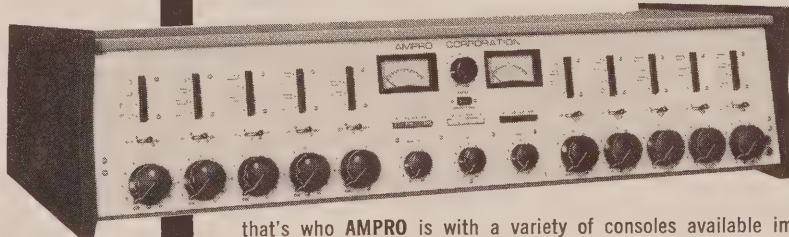
AMPRO also manufacture a complete line of mono, dual mono, stereo and dual stereo/simulcast consoles and multi-cartridge units. Financing available to qualified buyers. Call Alex Meyer collect or write today for details.

AMPRO CORPORATION

2220 Maplewood Ave., Willow Grove, Pa. 19090 • (215) 657-3100
Professional Equipment for Broadcasting Professionals

MORE INFO? CIRCLE SERVICE CARD ITEM 56

the source!



that's who **AMPRO** is with a variety of consoles available immediately from stock ... 4, 6, 8, 10 and 12 channel audio consoles in mono, dual mono, stereo and dual stereo/simulcast versions with your choice of either slide or rotary fader! Heavy duty components used throughout **PLUS:**

- 4 input transformer coupled preamps and step type faders with cue on all channels.
- +24 dBm protected transformer coupled outputs.
- Protected monitor with 4 muted outputs and separate phone amp.
- Built-in cue, intercom & remote talkback systems.
- Stereo phasing test switch for audible evaluation of source phasing on all stereo consoles.

Add in shielded PC board mixing bus to eliminate maintenance problems, 104 dB Mic to Program output and much, much more and you'll see why **AMPRO** consoles set the industry standard. Priced from \$1,795 to \$4,795.

AMPRO also manufacture a complete line of automatic tape cartridge recorder/reproducers and multi-cartridge units. Financing available to qualified buyers. Call Alex Meyer collect or write today for details.

AMPRO CORPORATION

2220 Maplewood Ave., Willow Grove, Pa. 19090 • (215) 657-3100
Professional Equipment for Broadcasting Professionals

MORE INFO? CIRCLE SERVICE CARD ITEM 57

new products

1680 portable frequency counter is suitable for use in the field or in the laboratory and will operate from either AC main current or from internal rechargeable batteries.

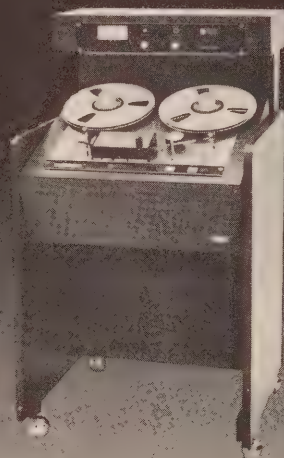
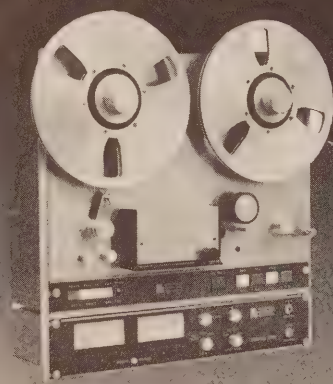
The instrument has a sensitivity of 10-15mV up to 500 MHz and 20-40 mV from 500 MHz to 600 MHz. It features a 9-digit LED display and will measure accurately even in the

presence of a large proportion of AM on the carrier wave.

The unit is 7" wide by 10½" deep by 2" high; weight with batteries is 5½ lb. The manufacturer will welcome inquiries from potential US agents. British manufacturer: Dymar Electronics Ltd., (Mr. K. P. Kenny, Sales Director), Colonial Way, Radlett Rd., Watford, Herts. WD2 4LA, England. Telephone 92-37321. Telex 923035. Cable address Dymar Watford.

MORE INFO? CIRCLE SERVICE CARD ITEM 58.

Reel-to-reel... for real



Exciting things are happening in the reel-to-reel market. And it's all caused by a new machine called the ITC 850 Series. Here is the result of a long series of consultations with broadcasters to determine what they most desired in a reel-to-reel machine. Then we added a few innovations of our own. Truly, the 850 Series is equipment designed specifically with the professional broadcaster in mind. Some 850 features: motion sensing, multi-function edit mode, super quiet operation, automatic tape lifters, TTL logic circuitry, capability of handling dissimilar size reels. . . and more too numerous to mention here. If you're in the market for something new and vastly improved in reel-to-reel, a **collect** call to us will reveal an interesting story that you may have been waiting to hear. Make the real move to reel-to-reel. . . ITC. Collect number 309-828-1381.



INTERNATIONAL TAPETRONICS CORPORATION

2425 South Main Street • Bloomington, Illinois 61701

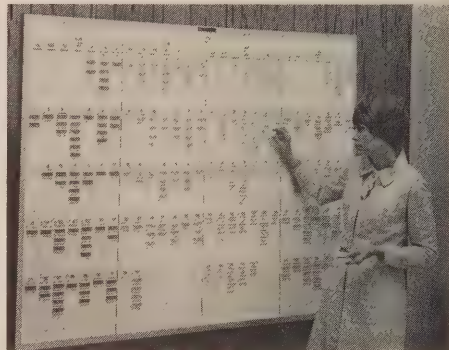
Marketed exclusively in Canada by McCurdy Radio Industries Ltd., Toronto

MORE INFO? CIRCLE SERVICE CARD ITEM 59.

Magnetic Scheduling Calendars

NOW - get and keep control over the busiest daily, weekly, monthly, and even yearly schedules. With Timewise Magnetic Scheduling Calendars you see at a glance just where things stand in your operation. Save TIME and MONEY by having the essential visual information you need immediately available. Don't guess! No more wasted time sorting through papers, time consuming phone calls, frantic last minute rushes. Arrange and rearrange schedules quickly and easily without erasing or rewriting. To make changes, simply move the magnets. Color code to highlight unusual items. Ideal for important activities and dates, deadlines, appointments, etc. Available in several sizes and styles. Write for FREE 16 page illustrated color catalog today. Cad-dylak Systems, Inc., 201 Montrose Rd., Westbury, NY 11590.

Ed. Note: It occurred to us that this might be valuable as a newsroom calendar.

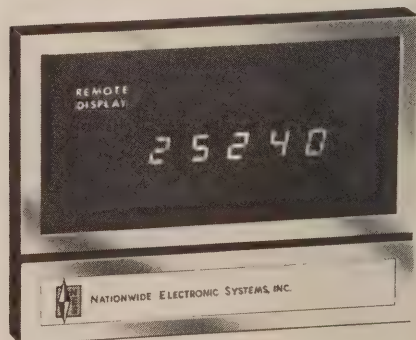


MORE INFO? CIRCLE SERVICE CARD ITEM 60.

Remote Display Is Only 9/16" Thick

The new Slimline Remote Display gives a bright LED display from any source of parallel BCD data (TTL/DTL compatible). New features include optional polarity sign and latches for freezing the display without affecting incoming data.

The entire display is housed in a



WE JUST MADE BROADCAST MIXING A LITTLE EASIER. AND A LOT LESS EXPENSIVE.

Meet our 30,000-series off-the-shelf broadcast audio consoles. Available in versions from a 5-channel mono mixer to a full 8-channel stereo unit, its compact, 25½ x 12½ x 22" package features big-board styling and comfort on the outside.

and there are more surprises. IC op-amp circuitry. Stepless, linear-motion faders with cue switches, in all mixing channels. And modular plug-in PC boards, to let you interchange various input, output, monitor and cue amplifiers. Modifying or expanding the console with your needs.

"2-in-1" console operation. While programming "on the air," for instance, you can use the audition channel for pre-listening or recording. Our remote line channels work two-way, as well: for mixing or for cue/talkback. Switched with our monitor inputs are contacts for use with warning lights—or remote control of tape machines and turntables, if you wish.

The list of features is considerably longer. But specs and a discussion will be far more convincing. Send for our data sheet, or better yet, call Sales Manager Rick Belmont. You'll see why small news can be big news when it comes from Robins/Fairchild.

And state-of-the-art circuitry inside. At an almost-unbelievable price. Starting at \$1299.00

From the moment you sit at the controls, you see. Maximum operator visibility. Functional control groupings. Even the padded armrest you'd expect only on a custom console.

But outside's only half the story. Swing up the easy-access hinged control panel,

(If you're familiar with our larger consoles, you'll note we use the same modular boards.)

But without a schematic, you still won't see all the built-in flexibility. Dual independent outputs, for instance, permitting

We build our small consoles the way we build our big ones.



ROBINS FAIRCHILD

The first name - and the last word - in broadcast consoles and equipment.

A Robins Industries Corporation

75 Austin Boulevard, Commack, N.Y. 11725 (516) 543-5200

new products

metal case only 9/16" thick; it mounts on the front of a panel, taking up no room in back.

The display is ideal for use with clocks, thermometers, DVMs, or any other instrument, including other Slimlines. It can also be used to display data from the output register of a computer or programmable controller.

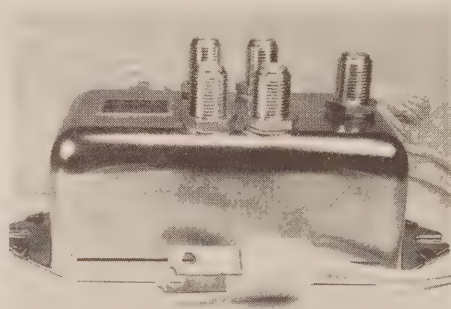
The Slimline display, which operates on 5VDC power, incorporates MAN-72 7-segment LED arrays. Prices start at \$121, FOB Streamwood, Illinois; delivery 4 to 6 weeks. For further information, contact Nationwide Electronic Systems, 1536 Brandy Parkway, Streamwood, Illinois 60103. Telephone 312-289-8820.

MORE INFO? CIRCLE SERVICE CARD ITEM 61

AVA Electronics Introduces New MATV-CATV Distribution Amplifier

LANSDOWNE, Pa. - AVA Electronics Corp., manufacturer of equip-

ment and hardware for the CATV, MATV, CB and CCTV markets, today introduced a new high quality extended frequency range MATV-CATV distribution amplifier. The announcement was made by John Mustico, president.



Designated as Model A-110-4, it is a miniature size 10dB gain amplifier with built-in lightning protector. It may be used to compensate cable loss of long drops or in small multiple dwelling installations. With a single 75 ohm input and a built-in four-way splitter the unit is also a four 75 ohm output VHF broad band amplifier. The extended range, 54 to 280 MHz, makes it obsolescent-proof for future

signal requirements that may arise.

Input can be from TV receiving antennas or a CATV cable system. The exceptional frequency response and high output capabilities assures excellent color TV reception.

Model A-110-4 dealer net; \$24.90; delivery is from stock.

MORE INFO? CIRCLE SERVICE CARD ITEM 63.

WONC-FM Named Best College Station

NAPERVILLE, ILL.—North Central College Radio station WONC-FM has been named Best College Radio Station in America by *Billboard* magazine. The announcement appears in the magazine's Sept. 7 edition.

According to station manager Ron Smith, WONC received the honor in recognition of its public affairs and community service programming. Phillip and Paul Callighan, both 1974 graduates of North Central, were station managers.

The station has won several awards for its program excellence. It has received three awards from Associated Press, two in 1973 and one in 1974. WONC was the only college station in Illinois to receive an Associated Press Award in 1974. Other organizations making awards to the station include the Naperville Park District and DuPage Area 4-H Clubs.

Seventy North Central College students are on the staff of the station. Its broadcast hours are 11:00 a.m. to 1:00 a.m. daily when classes are in session. Regular programming has begun for the 1974-75 academic year.

With 3,900 watts of broadcast power, WONC is one of the most powerful college-owned FM stations in Illinois. It broadcasts within a 30-mile radius of Naperville. The station is at 89.1 on the FM dial.

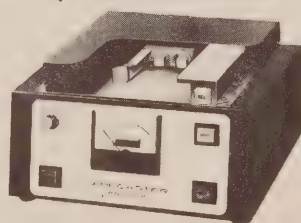
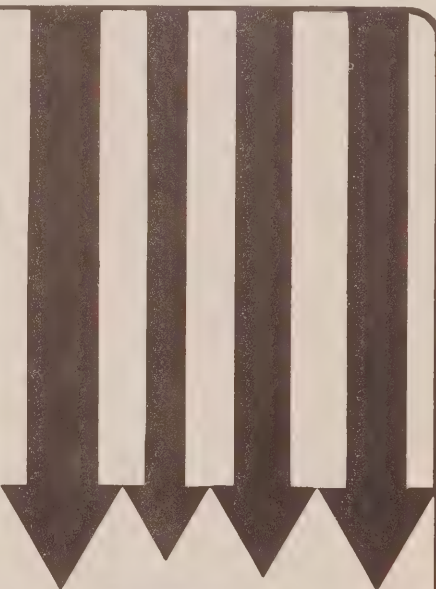
Herbert Nestler has recently joined the North Central College faculty with overall responsibility for the station. Nestler is an executive producer at WIND in Chicago.

Billboard magazine has made awards to radio stations for the past seven years. This is the first year it has made special awards to college stations.

TAPECASTER

NEW X-700RP

- Automatic deck
- Precision adjustable head bracket
- Heavy-duty air-damped solenoid



TAPECASTER
HOT LINE

TOLL FREE ORDER NUMBER

800 638-0977

PLEASE USE OUR REGULAR NUMBER FOR
SERVICE AND TECHNICAL INFORMATION

TAPECASTER TCM, INC.

Box 662 • 12326 Wilkins Avenue, Rockville Maryland 20851
Area Code 301 881-8888

MORE INFO? CIRCLE SERVICE CARD ITEM 64.

GOING FM?

WE CAN help you GET THERE

We're Educational FM Associates and we're in business to help schools and colleges get on the air with FM broadcast facilities. We offer a complete service from the frequency search you must have to determine what channels are available for use in your area, right through to advice in selecting the equipment you need to get on the air

once you have your Construction Permit from the FCC. We are thoroughly experienced in all phases of the FM application process and stand ready to help you get your FM application prepared, on file, and granted by the FCC just as quickly as possible and at a minimum of expense. These are some of the services we offer:

- Complete frequency search and allocation study for your proposed location
 - Preparation of printed and bound Engineering Reports detailing all information required by Section V of FCC Form 340
 - Step-by-step guidance in preparing all other portions of FCC Form 340
 - Free loan of a copy of a granted application from our library to use as a model in preparing your own proposal
 - Final review of your application for completeness and accuracy before it is sent to the FCC
 - Free help in selecting the equipment you need to actually get on the air.

During the past year we've helped colleges and secondary schools all over the country build their own FM stations. We'd like the chance to work with your school as well. Call or write us for more information. We'll be glad to send you a

brochure which details the services we offer, lists our clients, and shows our standard schedule of fees. We think you'll find our rates very reasonable and we guarantee that all of our work will meet all applicable FCC technical specifications.



EDUCATIONAL FM ASSOCIATES • 19 Bolas Road • Duxbury, Massachusetts 02332

Telephone: (617) 585-9200

Grants for Research in Broadcasting

Purpose: This program, now in its ninth year, was established by the National Association of Broadcasters to stimulate interest in research as it relates to the many aspects of broadcasting. It is intended primarily to encourage qualified personnel to enter this field and facilitate their training, as well as to assist individuals already working in the area. A secondary purpose is to expand existing knowledge of the role and function of broadcasting.

Appropriate areas for investigation: The proposed research should relate to the social, cultural, political, and economic aspects of American commercial broad-

casting. Excluded from the competition, therefore, are proposals concerned with 1) broadcasting systems in foreign countries; 2) instructional radio and television; and 3) advertising effectiveness studies.

Research designs concerned with *radio* are particularly encouraged in this competition.

Scope: Proposals may pertain to either basic or applied problems. The *approach* to the problem may be either primary (e.g. field studies) or secondary (e.g. literature surveys) in nature.

Proposals for methodological development and "model-building" research in any of these categories

will be welcomed.

Judging: Evaluation of proposals submitted will be made by a committee composed of representatives of the broadcasting industry, professionals in broadcasting research, and academicians. The committee will judge each proposal in terms of the following criteria:

I. Problem Conceptualization: Is the problem to be investigated an important one? (Each proposal should make explicit the author's reasons for considering the problem significant.) Is the problem one for which research can feasibly provide a solution? The problem itself need not necessarily be new. The applicant may know of questions, which, though researched in the past, have not been successfully resolved. Originality, therefore, will be a judging criterion only for the particular *approach* proposed.

II. Research Technique: Are the design, methodology, and proposed analysis of results the most *appropriate* for solving the problem to be investigated? If a literature survey is proposed, are the references sufficiently pertinent, current, and extensive?

III. Clarity and Thoroughness: Each of the foregoing areas will also be judged on the basis of the *clarity* with which it is discussed in the proposal, and the extent to which it has been *thoroughly* considered by the applicant.

Eligibility: The competition is open to all academic personnel working in the several disciplines that relate to the social, cultural, political, and economic aspects of broadcasting. Graduate students and senior undergraduates are particularly invited to submit proposals.

Awards: Individual awards will be made in amounts not in excess of \$1,000. These funds are to be used to defray out-of-pocket expenses incurred in the execution of the proposed research, e.g. field work, tabulation, analysis, clerical help, printing, etc.

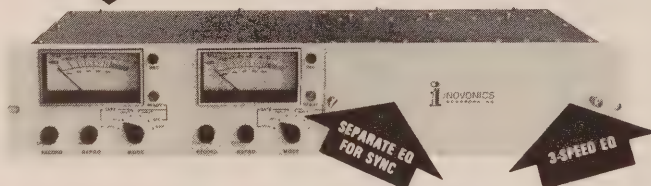
Dates: Proposals must be received no later than January 1, 1975. Winners of the Research Grants will be notified by February 1, 1975. For application forms, write to: Mr. John A. Dimling, Jr.; Vice President, Director of Research; National Association of Broadcasters; 1771 N Street, N.W.; Washington, D.C. 20036.

state-of-the-heart

YOU'LL LOVE ITS FEATURES!

PLUG-IN
REMOTE
CONTROL

INOVONICS MODEL 355



DUAL-CHANNEL TAPE ELECTRONICS: \$1320

This high-performance package is ideal for original installations or for upgrading existing systems.

- Features include: ☐ Conservative design criteria and distortion-reducing circuitry to assure highest quality recordings. ☐ Capability for remote control of all recording and monitor functions. ☐ Solid-state switching to eliminate punch-in and contact noise. ☐ Individual SYNC and reproduce amplifiers for optimum SYNC performance. ☐ Versatile 3-speed EQ for all NAB and IEC standards.

Check out the Model 355. You'll love its features and performance!
Call or write today.

i INOVONICS
INCORPORATED

1630 Dell Ave., Campbell, CA 95008

Phone: (408) 374-8300

AUSTIN, Tx. - (Spl.)—A new radio program coming out of The University of Texas beginning October 3 will bear witness that the arts are alive and well "out there" in the Lone Star State.

The 39-week program, entitled "The Arts Out There," will help illuminate activities in the arts as they are manifested through the personalities and programs of UT's College of Fine Arts and its Departments of Art, Drama and Music.

Without being "over-localized," says Dean Peter Garvie of The College of Fine Arts, "The Arts Out There" will consist of 26 half-hour conversations with UT artists and art scholars plus 13 hour-long radio documentaries.

Dean Garvie and Mrs. Beulah Hodge, a producer with KLRN-TV, will conduct the interviews.

Produced by UT's Communication Center in association with The College of Fine Arts, the show is being distributed nationally by the Longhorn Radio Network. Stewart

New Broadcast Series

Wilber, executive producer of the Longhorn Radio Network, is the show's producer.

AUSTIN, Tx. - (Spl.)—"International Insights," a new bi-weekly radio series which began October 1, are being broadcast by KUT-FM at 1:00 p.m.

The half-hour program features short summaries of international news, especially items that do not ordinarily appear in the regular U.S. media and interviews and discussions designed to provide background information on topics of worldwide interest such as population, food supplies and economics.

Specialists in international affairs from The University of Texas faculty serve as interviewees and resource persons for the program.

Intended to appeal to a general audience, the program will begin as a bi-weekly series in October and switch to weekly broadcasts in

November, continuing each Tuesday at 1:00 p.m.

Four UT graduate students in communication compose the international team producing the show. They are Juergen Duenbostel of Hanover, Germany, Angelos Stangos of Thessaloniki, Greece, Vijay Ganju of Lucknow, India, and Raymond P. Koegel of Orange, NJ.

William Giorda, manager of KUT-FM and the Longhorn Radio Network, and Jim Browne, producer and operations manager for Longhorn Radio Network, are advising the students on the production.

"The program will cover a broad spectrum of subjects that indicate various trends in different areas of the world," said Mr. Duenbostel. "The general public often doesn't have access to information on international issues and those issues will have an impact on the U.S. as well as the rest of the world."

Major Records
REG. U.S. PAT. OFF.

THE
NUMBER ONE
NAME IN
SOUND EFFECTS
RECORDS
FOR OVER
40 YEARS

We offer every basic sound effect
your productions need.

OVER 550
SOUND EFFECTS
ON 16 LP
ALBUMS
FOR \$96.00
COMPLETE

"Send for Free Catalogs"

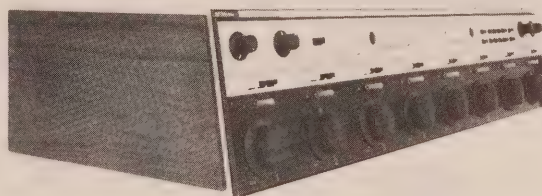
THOMAS J. VALENTINO, INC.
Established 1932
151 West 46 St., N.Y., N.Y. 10036
(212) 246-4675

SOUND EFFECTS

MORE INFO? CIRCLE SERVICE CARD ITEM 66

B-800 the eight mixer series

a professional series of high performance consoles with plug-in modular design, select your model, monaural, stereo or simulcast



B-500 the five mixer series

a practical console, stereo or monaural, designed with flexible plug-in modules, perfect for production or small stations.



ACCU-FIVE

a versatile 5 mixer 3 1/2" rack mount console



from the "FULL CHOICE" line

AM/FM MONITORS • RECEIVERS • AM/FM TRANSMITTERS

McMartin.

McMartin Industries, Inc. 4500 South 76th Street, Omaha, Nebraska 68127 (402) 331-2000

MORE INFO? CIRCLE SERVICE CARD ITEM 67

audio
control
consoles

Senate Joins House on 5-Year License . . .

The Senate, like the House, has overwhelmingly approved a five year license renewal bill—NAB's No. 1 priority item in the 93rd Congress.

The House and Senate measures now go to conference for an adjustment of difference on standards the FCC is to follow in handling renewals.

The Senate, in Tuesday's 4-hour deliberation, adopted an amendment by Sen. John Tunney (D-Cal.) increasing the license term from three to five years. The vote was 62 to 10. (The House vote on this was 308 to 84).

Rejected, 46 to 23, was a substitute motion by Sen. Robert Griffin (R-Mich.) to give new licensees a three-year term, renewal thereafter at five-year periods.

Also rejected were other weakening amendments that would, for example, remove the renewal "presump-

tion" to be given broadcasters who perform as promised. The presumption, a plus of major significance, is a key provision of the Pastore-Baker-Hollings compromise.

The Senate bill—with a 5-year license, plus the Pastore-Baker-Hollings criteria for license renewal—was then approved on a 69-2 vote. (House passage was by a 379-14 roll call).

The Senate version of renewal criteria authorizes FCC to approve renewals where it finds "a presumption . . . that the public interest, convenience and necessity would be served." In reaching such a decision, the Commission must be satisfied that the licensee has (1) followed its procedure in ascertaining the "problems, needs and interests" of residence in his area, (2) has "substantially met" those problems, needs and interests, and (3) has

operated without "serious deficiencies."

On the key question of multiple ownership, it directs the FCC to complete current hearings and propose rules to apply at renewal where cross-ownership of radio, TV and newspapers is involved.

The House bill eliminates multiple ownership as a consideration in renewal and establishes as the primary standard ascertainment of community needs and interests and programming related thereto.

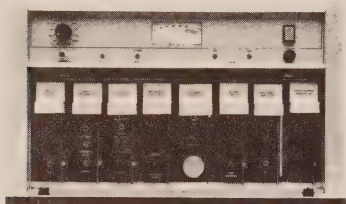
Named as Senate Conferees: Commerce Committee Chairman Warren Magnuson (D-Wash.); Subcommittee Chairman John O. Pastore (D-R.I.); Vance Hartke (D-Ind.); Howard Baker (R-Tenn.); and Ted Stevens (R-Ala.). (House Conferees are expected to be named shortly.)

IBS Sponsors Conference

Emmitsburg, Md., October 28, 1974—On Saturday, October 26, 36 students from seven area colleges participated in a day long conference of college radio stations, hosted by WMSM, the campus radio station at Mount Saint Mary's College, sponsored by IBS.

Stations attending the event included WMUC, from the University of Maryland; WVTs, Towson State; WAMU, the American University; WFSC, Frostburg State; WCDE, Davis and Elkins College; WSMC, Saint Mary's College; and WMSM, Mount Saint Mary's College.

The conference, which was the first such activity in the Washington-Baltimore area, consisted of a day-long series of seminars and discussions, focusing on the problems common to college and professional radio stations. Speakers at the sessions were Rev. James Delaney of the Mount faculty; Dick Denham, program director of WFMD, Frederick, Maryland; Tommy Grundwell, an air personality at WFMD; Bill Jamison, a representative of LPB, Inc.; and Edward Horn, general manager of WMSM.



10 WATT FM

B-910 series

a brilliant addition to the "full choice line",

B-910 exciter and

B-910T transmitter—

accessories include

the plug-in

B-110 stereo generator and

B-113 SCA generator

unique phase-lock •

direct FM modulation

precision frequency control •

full metering •

FCC type accepted •

exciter

McMartin

McMartin Industries Inc.
4500 South Seventy-sixth Street
Omaha, Nebraska 68127
(402) 331-2000

MORE INFO? CIRCLE SERVICE CARD ITEM 68.

what can



do for you?

IBS MASTER HANDBOOK

IBS NATIONAL CONVENTIONS

IBS PROGRAMMING LOGS

IBS LEGAL SERVICE

IBS TAPED PROGRAMS

IBS COLLEGE RADIO PLACEMENT SERVICE

IBS REGIONAL CONVENTIONS

IBS IOTA BETA SIGMA HONORARY FRATERNITY

IBS THE JOURNAL OF COLLEGE RADIO

IBS OFFICIAL COLLEGE RADIO JEWELRY

READER SERVICE CARD

October 1974 (Valid through March 1975)

Circle the number of the product or advertisement in which you are interested, fill out the blanks on the bottom of the card, and mail. No postage is required.

1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31	32	33	34	35	36
37	38	39	40	41	42	43	44	45	46	47	48
49	50	51	52	53	54	55	56	57	58	59	60
61	62	63	64	65	66	67	68	69	70	71	72
73	74	75	76	77	78	79	80	81	82	83	84
85	86	87	88	89	90	91	92	93	94	95	96

Name _____

Title _____

Company or School _____

Address _____

City _____ State _____ Zip _____

In the past year, the articles most helpful to me were _____

I would like more articles on _____

READER SERVICE CARD

October 1974 (Valid through March 1975)

Circle the number of the product or advertisement in which you are interested, fill out the blanks on the bottom of the card, and mail. No postage is required.

1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31	32	33	34	35	36
37	38	39	40	41	42	43	44	45	46	47	48
49	50	51	52	53	54	55	56	57	58	59	60
61	62	63	64	65	66	67	68	69	70	71	72
73	74	75	76	77	78	79	80	81	82	83	84
85	86	87	88	89	90	91	92	93	94	95	96

Name _____

Title _____

Company or School _____

Address _____

City _____ State _____ Zip _____

In the past year, the articles most helpful to me were _____

I would like more articles on _____

First Class
Permit No. 646

Rockville, MD 20850

BUSINESS REPLY CARD

NO POSTAGE STAMP NECESSARY IF MAILED IN THE U.S.

Postage will be paid by:

LEON, INC.
11105 Post House Court
Potomac, MD 20854

Reader Service Dept., Journal of College Radio

First Class
Permit No. 646

Rockville, MD 20850

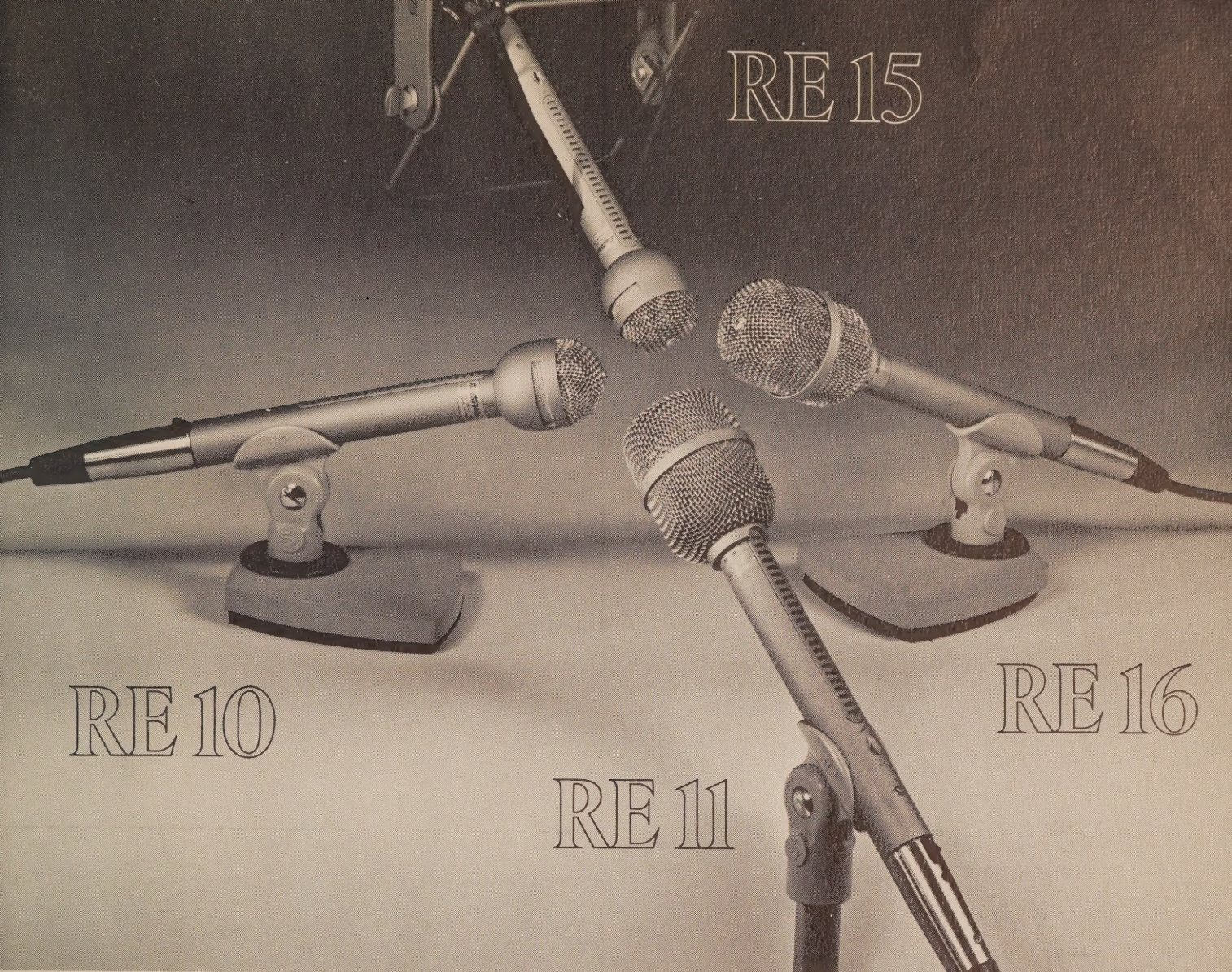
BUSINESS REPLY CARD

NO POSTAGE STAMP NECESSARY IF MAILED IN THE U.S.

Postage will be paid by:

LEON, INC.
11105 Post House Court
Potomac, MD 20854

Reader Service Dept., Journal of College Radio



RE 15

RE 10

RE 11

RE 16

Model RE10 \$110.10. Model RE15 \$180.00 shown with Model 307 suspension mount \$30.00. Model RE11 \$120.00. Model RE16 \$190.20.
All prices suggested professional net, slightly higher in Western States.

Freedom of choice!

Ey Professional sound has entered a new era. It started with the Electro-Voice Model RE15. And now there are four E-V dynamic cardioid microphones that share its distinctive advantages — with some unique benefits of their own.

Unaffected by Distance . . . Angle

Basic to all of these microphones is Exclusive Electro-Voice Continuously Variable-D* construction. Now it offers something you've never heard before with any microphone: no matter what you do, microphone response never varies!

Whether performers almost swallow the microphone, wander far off-mike . . . or even move around to the back . . . you'll still get the same smooth response. Only the level changes.

Once you set equalization it remains constant. You have full assurance that tonal balance won't change between the dress rehearsal and the final performance, no matter what the talent does.

Improved Cardioid Pattern

Only acoustics and noise can limit you. Yet even here these new E-V microphones gain an advantage from the super-cardioid pattern that provides better sound control than ordinary cardioids. With maximum rejection 150° off axis, it is easier to eliminate unwanted sound while maintaining normal stand or boom microphone positions. There's also an integral bass-tilt circuit to cut rumble below 100 Hz. when needed.

Now Select from Four Models

In addition to the original RE15, we've added the RE16. The same fine microphone with an external "pop" filter to solve the problems of ultra-close miking.

The new RE10 is the economy version of the RE15. The same fine concept and quality, but for slightly less rigid requirements. And the RE11 is the lower cost twin to the RE16.

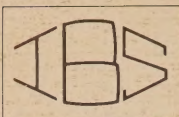
These four great cardioid microphones give you new freedom to head off sound problems before they start. Your E-V microphone headquarters has them waiting. Choose today.

*U.S. Patent No. 3,115,207. Trade mark registered.

ELECTRO-VOICE, INC., Dept. 941V
638 Cecil Street, Buchanan, Michigan 49107

Electro-Voice manufactures quality audio equipment for broadcast, recording, and sound reinforcement including all types of microphones, audio studio monitors, speakers and enclosures, sound systems and stands.

Electro-Voice[®]
a gulton company



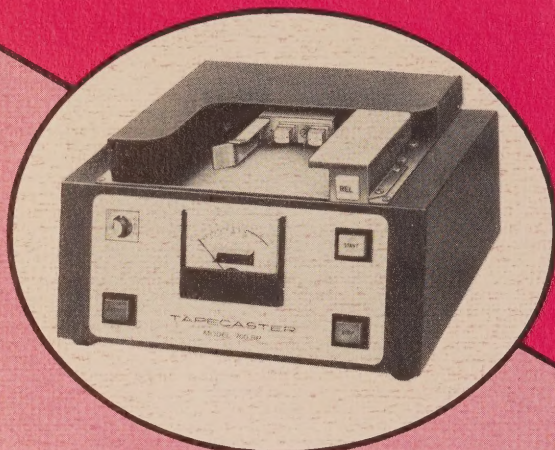
the journal of
college radio

Station Manager
WERC
University of Toledo
Toledo, Ohio 43606

EDMOND, OKLAHOMA 73034

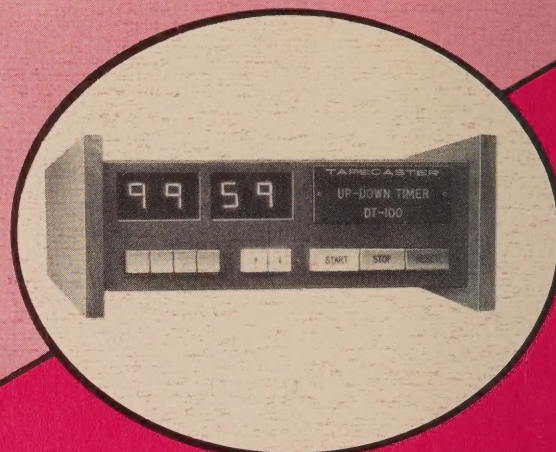
RETURN POSTAGE GUARANTEED

TAPE CARTRIDGE MACHINES



MODEL X-700RP

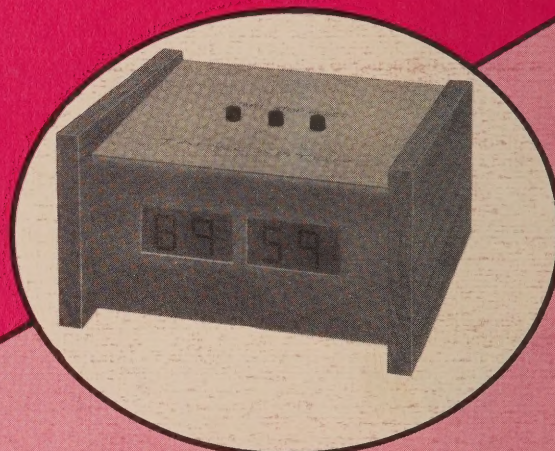
DIGITAL TIMERS



MODEL DT-100

OTHER EQUIPMENT

- *Playback Cartridge Machines
- *Delay Cartridge Machines
- *Stereo Cartridge Machines
- *Low Cost Splice Locator
- *Digital Programmers
- *Master Clock Systems With Digital Slaves
- *Mark IV Professional NAB Cartridge
- *Pre-packaged Cartridge RE-LOADS



MODEL DT-90

TAPECASTER HOT LINE

TOLL FREE ORDER NUMBER

800 638-0977

PLEASE USE OUR REGULAR NUMBER FOR
SERVICE AND TECHNICAL INFORMATION

TAPECASTER TCM, INC.

Box 662 • 12326 Wilkins Avenue, Rockville Maryland 20851
Area Code 301 881-8888



HERITAGE PRESS—STILLWATER, OK.

MORE INFO? CIRCLE SERVICE CARD ITEM